using freeway

Copyright and acknowledgments

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About this guide

This *Using Freeway* guide will explain some of the concepts behind Freeway. It will introduce you to the intuitive interface, menus and palettes you will use to import or create design elements and add web functionality.

There is also a step-by-step tutorial in which you will design and produce a web site in Freeway faster than you would ever have thought possible. You'll see how easy it is to make a multi-page web site with graphics, text and links.

This guide covers the use of both Freeway Express and Freeway Pro. Both versions work in essentially the same way, but Pro includes many additional powerful features. Where the methods of working are substantially different they are highlighted in separate box panels.

Further information on working with Freeway can be found on the Softpress web site.

Three movies of the tutorial found in this guide can be found at: http://www.softpress.com/support/tutorials.html where they are called "Getting Started with Freeway". Please note that some of the older movies were made using Freeway 5 or 6, but they are still very relevant.

System requirements

Freeway Pro and Express require an Intel Mac, and the minimum operating system requirement is Mac OS X 10.6 (Snow Leopard) or higher.

Foreword

Congratulations on choosing Freeway, the most design-friendly way to create web sites. Before you begin it is worth spending a little time making sure you understand how Freeway works and how you can get the very most from this software.

Freeway's approach to web page and site design means you can concentrate on form and function, not spend most of your time tweaking code and worrying about compatibility. Because of this, if you've come from a code-based web production background—or even a template-bound one—you may have some unlearning to do. But relax, things will almost certainly be easier and more logical than you imagine.

The biggest thing to grasp is that Freeway is an HTML generator, not an editor. You use Freeway's high-end layout tools to make your designs, and it deals with producing optimized web page code from your work, on demand. This means that you'll never have to worry about over-manipulated layouts producing awkard code, a typical problem with visual HTML editors; the output is new every time. All the necessary fixes are included to help pages work consistently across browsers, and you're free to switch your page output from different forms of HTML and XHTML as you prefer. On top of this,

Freeway makes pages that validate as W3C-compliant code, automatically. So with those worrisome aspects banished, you can get on with thinking about more interesting matters: your web page designs.

For further details, tips and extra Freeway Actions, browse the Softpress KnowledgeBase at http://www.softpress.com/kb and http://www.actionsforge.com. To tap into the collective experience of Freeway users around the world visit the lively Freewaytalk forum at http://freewaytalk.net/.

Freeway delivers the design freedom of high-end DTP software to the world of web production, with intelligent features that make casual users, professional designers and free-thinking programmers alike smile in delight. Make the most of it!

Keith Martin
Senior Lecturer
London College of Communication

For some more useful tips from Keith, see *Thinking Design* on page 19.

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About Softpress and Freeway

Softpress Systems was founded in 1993 in Oxford, England to address the emerging needs of professional publishers and designers for cross-media authoring tools.

Freeway is the result of those efforts. It is a web site development application designed from the ground up for people to design and assemble content for the web without needing to learn HTML, or indeed any code, to build sites of the highest quality.

Freeway uses the familiar approaches and tools seen in traditional desktop publishing. Simply draw boxes on your page, fill them with text and images, make links between the pages, add dynamic content or anything else you can think of, and then ask Freeway to publish and upload your web site for you. Freeway will write all of the code required to describe your vision, and the code will always be clean, efficient, and standards compliant. You never have to deal with the code unless you want to.

With its desktop publishing origins, Freeway is a favorite of traditional print designers looking to transfer their skills to the web. However, this is just one group within the Freeway community.

Photographers publish their portfolios online, businesses establish an online presence to sell their products, home users build web sites for their local clubs or organizations, or create personal web sites to share their thoughts and photos.

Freeway empowers everyone—design, expression, and commerce.

Enjoy Freeway!

Freeway Pro and Freeway Express

Freeway comes in two versions, Freeway Pro and Freeway Express. Freeway Express is our entry-level version, for people looking to create small web sites and who don't need the full power of Freeway Pro. Freeway Pro provides many features for creating modern web sites not available in Freeway Express, and a huge number of productivity features.

Just some of the extra features in Freeway Pro at the time of writing include:

- Full support for responsive layouts.
- Multiple output options (HTML 4.01 Transitional and Strict, XHTML 1.0 Transitional and Strict, HTML5 and XHTML5).
- Full choice of output encodings available.
- Complete color and text style management across your entire document.
- Extended graphic import capabilities. Import Illustrator, Photoshop, TIFF, SVG files and many more.
- Accessibility reporting.
- Employ multiple style sheets for each document.
- Full CSS text styling and CSS Layout.
- Ability to specify relative and percentage positions and dimensions for layout items.
- Specify padding, wrap, margin and border (HTML items only) separately for each side of an item.
- Advanced visual effects on your web site using Scriptaculous Actions.

- Specify link styles on any CSS-positioned HTML item.
- Link map: overview and maintenance of all the links in your document.
- Multiple windows open for the same document at once.
- Snapping palettes for easier workspace management.
- Extended transformation options: Skew, Scale and Mirror content separately from its box.

- Freely combine and manipulate shadows, glows and other graphic effects with greater control over their appearance.
- Save items and pages as images.
- Benefit from over 100 third-party Actions, or write your own.

Installing and serializing Freeway

Installing Freeway

Installation of Freeway is as simple as opening a ZIP archive file then dragging both the Freeway and Showcase applications to your Applications folder.

To install Freeway:

1. If the ZIP archive file which was sent to you or which you downloaded has not automatically opened, double-click on it.
2. Open the unzipped folder to see the Freeway application icon and the Showcase application icon.
3. Drag both application icons into your Applications folder. You can do this by dragging and dropping them onto the Applications folder listed in the left hand pane of the Finder window (under Favorites) or by opening your Applications folder and dropping the application icons straight into that folder.

> **! Tip**
>
> ***Place Freeway and Showcase in the Dock***
> After first installing Freeway and Showcase you can speed up your workflow by placing the Freeway and Showcase applications in you computer's Dock so you can launch it by simply clicking on its icon. To do this, open your Applications folder and drag the application files into your Dock one at a time. Move it to the position you want it to appear in the Dock and let go.

To serialize Freeway:

1. Launch Freeway for the first time by either double-clicking the Freeway application icon in the Applications folder (or by clicking on the Freeway icon in your computer's Dock).
2. This will display the Install dialog where you will see a text field where you can enter the serial number sent to you by Softpress. Carefully enter your serial number (or copy and paste it from the email you received, but make sure you don't copy any spaces before or after) and click **Activate**.

3. If you don't yet have a serial number because you want to use the free 30-day trial, click **Use Trial**.
4. If your trial period has expired and you wish to buy Freeway to obtain a serial number, click **Buy Now**.

If your computer is connected to the internet, a welcome screen will appear when Freeway launches which offers links to learning resources and other relevant information. If you don't want to see this screen on start-up in the future, deselect the Show This Dialog at Startup option.

Registering Freeway

To ensure we can offer support as efficiently as possible, it's important that you register your copy of Freeway with Softpress.

http://www.softpress.com/support/register.html

Another advantage of registering your software is that you'll be able to use the serial number retrieval facility on the Softpress web site (see below).

Keep your serial number safe

You should always keep your serial number safe. If you have bought a new computer or you have problems with your hard disk, you'll need your serial number to reinstall Freeway.

If you've lost your serial number, we have a page on our web site which should enable you to retrieve it—but this facility is only available to those who have registered their software with Softpress. The serial number retrieval page is found under the "Retrieve my Serial Number" heading at:

http://www.softpress.com/support/

Enter the email address you used when you registered Freeway, and you will receive an email containing your serial number or numbers.

Freeway help and information resources

Using Freeway

Visit http://www.softpress.com/support/tutorials.html to see three movies of the tutorial contained within this guide. By far the best way to learn Freeway, however, is to build the tutorial site in Freeway as you read through the instructions in the tutorial section which starts on page 35 of this guide. The tutorial section also offers plenty of useful tips and other notes which add to your learning experience of Freeway.

If, however, you need to clarify something, or if you need a quick refresher, the tutorial movies are there for you to watch. The movies correspond to each of the three parts of the Using Freeway tutorial in this guide.

The KnowledgeBase

http://www.softpress.com/kb

The Softpress web site offers an extensive, searchable KnowledgeBase containing a wide range of information on every aspect of using Freeway, including technical notes on specific features, tutorials on how to achieve
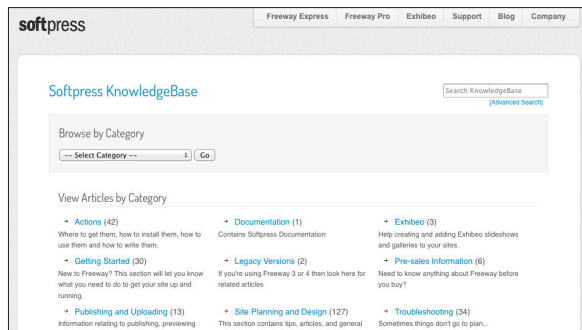
particular effects and answers to frequently asked questions.

The Freeway Reference

http://www.softpress.com/help/ *(under Manuals)*

This reference manual is the ultimate guide to all things Freeway. Each aspect of working in Freeway is covered in relevant chapters (Working with page, Working with items, etc.), and there are some in-depth tutorials—such as how to build responsive websites and how to use the new (responsive) CSS Menus Action.

You can choose to download a PDF or order a printed version which is delivered to you as a book.

Video tutorials

http://www.softpress.com/support/tutorials.html

There are links to many video tutorials on this page which show you how to do specific tasks in Freeway,
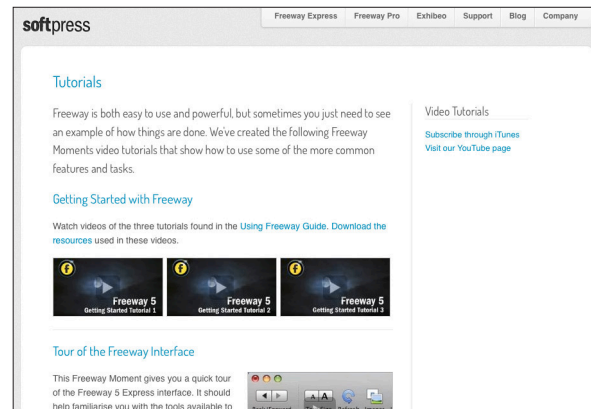
along with two movie tutorials which take you through the very basics of getting started with Freeway Express and Freeway Pro.

New videos are posted from time to time, so make sure you check back every now and again—or you can use the Subscribe link to be alerted when new videos are released, which you can then watch in iTunes.

ActionsForge

http://www.actionsforge.com
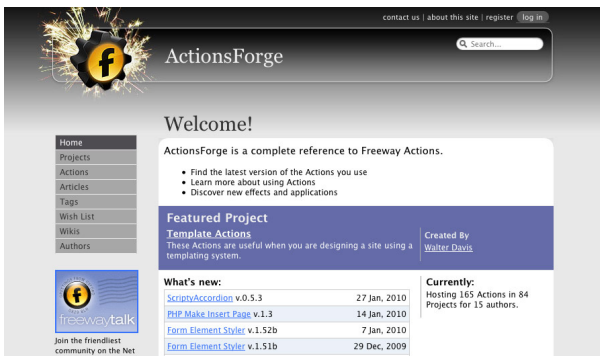
All Freeway Actions not offered in the core application as it ships are available on ActionsForge. This is the place to go for additional Softpress Actions (usually ones which offer specific functionality) and third-party Actions—both free and commercial.

The version number of each Action is stated on its individual page.

ActionsForge is fully searchable to help you find suites of Actions (called 'projects') or individual Actions. If an Action is part of a project suite, all the Actions required for that project will be downloaded in the same zip file.

See the chapter on Freeway Actions in this guide to see how to install downloaded Actions.

FreewayTalk.net

http://freewaytalk.net

The most vibrant, exciting place to discuss Freeway! We have always been keen to have our users communicate not just with us, but with each other too.

FreewayTalk.net is a web-based bulletin board which also allows you to send and receive messages via email as well as through the web interface. The board provides space for people to talk about Freeway, as well as about writing Actions and developing dynamic web sites.

To join FreewayTalk, you'll need to register online.

Help desk

http://www.softpress.com/kb/contact.php

Use the above URL to contact our Support Department for free email support for working with Freeway. You'll receive a reply within one business day.

The World Wide Web
and Freeway

The World Wide Web

Welcome to the World Wide Web

If you've surfed the web but you've never actually set up your own web site you may think that web sites are a bit like radio stations, and using your web browser to visit a web site is like tuning your radio into a particular radio station.

This analogy is pretty good apart from one major difference; the web is totally democratic. You don't need a license or any highly-specialized equipment to publish your site to the world—all you need is a computer connected to the internet and a centrally registered name, which costs a few dollars, so people know where to find you.

How do I get on the web?

To publish your web site on the World Wide Web and make it available to other users you simply need to run a program called a web server on your computer and give the computer a name registered with a central authority so that other users can find it on the internet.

Unless you have a permanent internet connection, and don't mind leaving your computer switched on all the time, you will probably find it more convenient to have your web site hosted by a company specializing in this service, called an Internet Service Provider or ISP.

If you already have an email account it probably has some free web space included with it, and your ISP will provide instructions on how to upload your web pages to your free web space, and tell you what name users will need to use to connect to it.

If you don't have free web space included with your package, or if you want extra features for your web site, you'll need to pay for a "hosting" service from an ISP which may come in a package with a "domain name".

The domain name is the name a visitor types into the web address field of a web browser to access a site. Domain names can have many different suffixes at the end of the address, such as .com, .net, .org, etc.

HTML—speaking the right language

At the heart of the web is a language called HTML, which stands for HyperText Markup Language. HTML performs two basic functions: it describes what the page should look like, and it provides links to other pages.

For example, this is what the user sees:
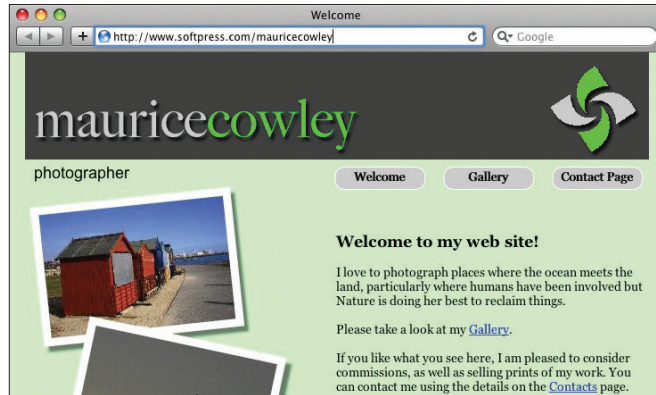
And this is the HTML to achieve it:
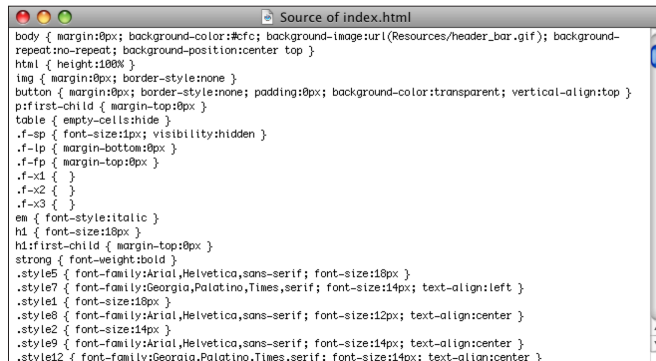
The page description part of HTML consists of a series of statements which say things like "Put this graphic at the top of the page", "Put this text below it". When the browser receives the HTML it reconstructs the page that the designer intended.

The second important part of HTML, called "hyperlinks", is what makes the World Wide Web a web rather than just a notice board. Each page can link to other pages within the same web site, or to pages on other sites anywhere else on the web.

Just as you don't need to understand the internal codes your word processor uses to store information about your document, you don't need to know HTML to design web pages.

What are HTTP and FTP?

These are two other terms that you might encounter, and it is just as well to know what they mean.

- **HTTP**, or **HyperText Transfer Protocol**, is a set of conventions for transferring web pages between a web server and a web browser. You are reminded of this every time you surf the web by the "http://" that your web browser inserts in front of the address in the address bar.
- **FTP**, which stands for **File Transfer Protocol**, is a convention for transferring files over the internet between two computers. FTP is the standard way of uploading files to a web server, and is the method that Freeway uses to update your web site remotely on your ISP's web space.

How Freeway works

Whether you're new to web site design, or an experienced designer, Freeway lets you to create complex sites quickly and easily with little or no knowledge of HTML code.

Freeway works in a very similar way to DTP programs, using a WYSIWYG (What You See Is What You Get) environment. This, along with its intuitive,

user-friendly interface, lets you focus on the design and functionality you want to achieve without the distraction of having to worry about how it will be encoded into HTML.

Managing the names and locations of the resources for your site (graphics, photos, movies, etc.) is all taken care of by Freeway—the entire design of your site is contained in a single document. When you're ready to view your web site, Freeway will generate the HTML code and resources required and place them in a location of your choosing.

Importing and optimizing graphics is also handled seamlessly by Freeway. Rather than preparing your graphics in an external application before using them in your site, Freeway imports graphics in many different formats which will be converted to the optimum format and size when you publish your file, so your site will always keep browser loading times to a minimum.

The HTML code generated when you publish your Freeway file is 100% valid, meaning that your site should preview perfectly in different browsers while also ensuring that it adheres to accessibility guidelines for people with disabilities. Your site being valid also means that it should be reasonably future-proof.

Once you've published your file and the HTML code has been generated, provide Freeway with your web space details and it will upload your site and all its necessary files through FTP or you can upload your files manually using your preferred FTP application.
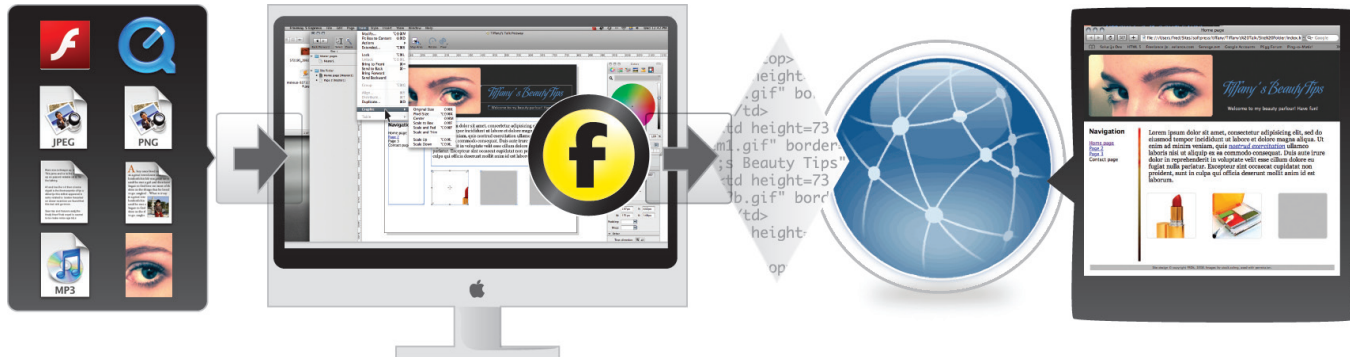
1. Gather together the resources for your web site.

2. Design and lay out your site in Freeway's intuitive WYSIWYG environment

3. Publish your site and Freeway generates the HTML code.

4. With Freeway, upload your site to the web.

5. Visitors see your web site as you designed it.

Thinking design

Thinking design

by **Keith Martin**
Senior Lecturer, London College of Communication

Design plans

Start by thinking about your overall site design plans. Are there parts of the layout that will be repeated across multiple pages? This is ideal stuff for Master Pages, one of the keys to working fast and efficiently in Freeway.

Set up your guides, grids, HTML text boxes and graphics on a master page, then make new pages from there and modify those as required. You can have more than one master page in a site, a useful trick if you have one layout structure for some pages and a very different one for others.

But don't worry about planning everything before you begin. Freeway is very forgiving, as any decent design-oriented tool should be.

Page sizes

Make your Freeway page widths appropriate for your typical audience. Something around 900 to 950 pixels wide is reasonable for the vast majority of web users, but if your normal visitor tends to use larger screens then try 1000 pixels or more. This doesn't fix the size of the visitor's browser window, but it does give you a good design foundation to help you create a professional, consistent set of page layouts.

Use the Align option in the Inspector to align your page content to the left, center or right. Alternatively, leave the page alignment unset and explore linking the sizes and positions of boxes to the page sides, using the Dimensions pane of the Inspector palette.

With layered items in particular (which are produced as CSS-controlled DIVs) this can make page structures particularly dynamic and fluid, flexing to follow browser window sizes.

Type

Setting type is easy to do, but in Freeway you have two main choices: graphic or HTML. Graphic type—set in graphic boxes—is turned to bitmap images of your typesetting when you publish your work. HTML type is encoded as regular web page text.

You have far fewer typeface choices with HTML text, as you are restricted to the fonts that are generally available on everyone's computers. On the other hand, search engines ignore graphics and only read HTML text, so don't set huge paragraphs as graphics—you may never be found!

Use graphic type when you want a precise look for a headline or something to merge with an image, otherwise you should normally choose HTML text instead. Yes, this means you have fewer options for fine-tuning your typesetting, but that's the way life is with web design. Anyway, Freeway's CSS-based formatting options give you more control over regular HTML type than you might think …

Styles

Creating and using styles efficiently is an important part of modern web design, and it is a key part of how Freeway works.

As you format text, styles are made for you automatically and listed ready to be applied elsewhere. Amend those and your text follows suit.

You can streamline your work by making a set of styles first, then applying those as you go. You can apply custom (non-tag) styles to a container and affect all its contents in one stroke, then give selected portions of the text further styling as required.

If you want to go further you can improve your search engine chances and accessibility scores by using traditional structural styles to control different elements in your layout automatically, from tag-based paragraph, header and list structures to object IDs and so on. Start by editing the 'p' style in the Styles window to control how paragraphs of text with no custom formatting will appear.

Graphics

Don't spend precious design time churning out sliced-up and web-optimized graphics before you step across to Freeway. As well as ready-made GIF, JPEG and PNG files, Freeway Pro can import your original high-resolution images whether they're in TIFF, PDF, SVG or even native Photoshop or Illustrator format. (Use 24-bit PNG if you have Freeway Express.) If you have transparency in your original graphics this will be carried across into your Freeway designs.

Scale, crop and stack your images, and your output will always be generated as a screen-resolution, web-optimized JPEG or GIF, or PNG if you prefer.

If you want sliced graphics—useful for making rollover parts of a larger graphic, for example—then uncheck the Combine Graphics option in the Inspector palette. This produces web-ready graphics sliced along the uncombined item's boundaries, without you having to take virtual scissors to your original images. Just move the object to adjust the slice.

Optimizing

Use the Inspector palette to tweak an image's output format and compression levels to get the right balance between file size and visual quality. You can see how the compression controls affect the look of your graphics by turning on the Graphics Preview option in the View menu. If you have many large graphics in the layout this can slow things down a little, as Freeway reads each original image file and generates the final optimized web version on the fly. But don't forget about this ability; you simply can't beat seeing precisely how something will look right there in your page layout.

Code

Customizing Freeway's output can be done using the wide selection of Actions, plugin-like tools that extend Freeway's feature set.

You can also add custom code to specific places in a layout by dropping in Markup Item objects, using the HTML Markup window to reach specific parts of the overall code structure, or by adding extended markup directly to elements and styles. You can even make your own Actions to simplify tasks, making even complex conditional code production a repeatable snap.

Output

Once you have some pages set up you'll need to check that they look right in a browser. You can look at single pages in Freeway's internal Preview, but to check links and all it is best to preview in a regular browser. Whether you're a sucker for Safari, a Firefox fan or an Opera buff, you should check your pages in as many modern browsers as you can. (Don't bother with Internet Explorer for Mac, it isn't related to the Windows versions and is long dead.) Freeway makes pages that are generally as cross-browser-compatible as is sensibly possible, but some layouts simply don't do so well in some browsers. Microsoft's Internet Explorer 6 and 7 are the biggest offenders here, so use a PC if one is nearby, or one of the online browser rendering services if one isn't. If you have a cyber café nearby that can be a pleasant way around the problem.

Upload

You can use any FTP software you like to upload Freeway's output to your web site, but if you do this with Freeway itself then your files will be managed for you. Items that you remove from your page will be deleted from the site, and so on. It may seem like a small thing, but it can save you a lot of head-scratching and wasted server space.

Quick Tour

The main Freeway interface window

Main interface window for Freeway Express

- Menu bar
- Tool bar
- ▲ Page Mode Buttons
- Site Panel/ Page Panel
- The Inspector
- Page area/ Layout view
- Actions palette
- Site ▼ buttons
- ▼ Hyperlink box

Main interface window for Freeway Pro

Menu bar

Tool bar

▲ Page Mode Buttons & Media Width Buttons

Site Panel/ Page Panel

The Inspector

Page area/ Layout view

Actions palette

Site ▼ buttons

▼ Hyperlink box
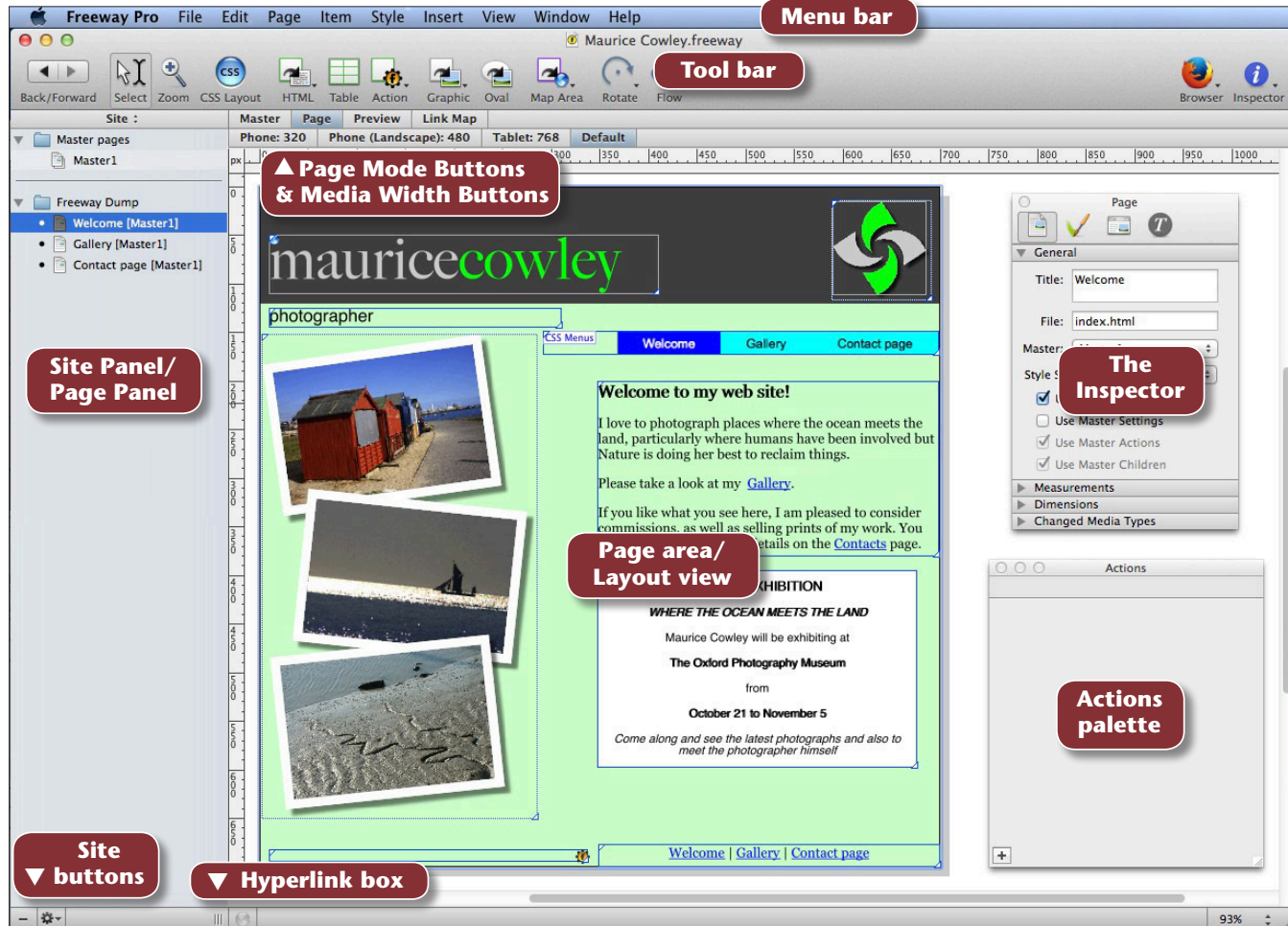
The menu bar
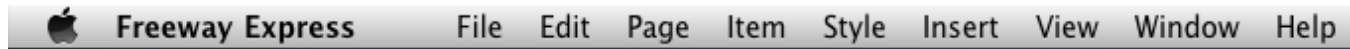
This is the drop-down menu bar which appears at the top of the screen on all programs running on a Macintosh computer.

In this guide, we don't have the space to look at every menu in detail. However, the Knowledgebase on the Softpress site at http://www.softpress.com/kb has a comprehensive list of every option and submenu accessible from the menu bar.

For now we'll look at the types of function available from each of the menus.

Freeway menu

This is where you can set up your Preferences and hide or quit Freeway.

File menu

The menu for all functions to do with your main document, such as opening, saving, uploading, etc. It also contains options for importing text, graphics and rich media.

Edit menu

As with most Macintosh applications, this is where you can cut, copy and paste. For Freeway it is also where you can edit your URLs and resource lists, etc.

Page menu

As the name suggests, this menu is for functions which are page-specific, such as adding or deleting pages, applying a Freeway Action to a page, etc.

Item menu

The menu for item-specific functions. In here, amongst other things, you can lock items, bring items to the front or send them to the back, duplicate items, transform items (Pro-only) and apply item-specific Freeway Actions.

Style menu

This menu contains options for styling text.

Insert menu

You can insert particular types of item on your page from this menu. This menu is mainly used for inserting items into runs of text.

View menu

From this menu you can choose zoom values, toggle guides on and off, view invisible characters, etc.

Window menu

This menu allows you to open any of the Freeway palettes and switch between open document windows.

The tool bar

**Freeway Express
default tool bar**
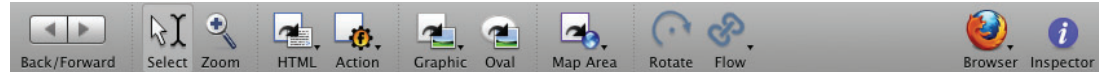
**Freeway Pro
default tool bar**

The tools on the tool bar mainly allow you to create or edit the different types of item you work with in Freeway.

Back/Forward buttons
Steps between recently visited pages.

Select tool
Selects or manipulates items or text.

Zoom tool
Zooms in and out of the page area to change the scale of what you're working on.

CSS Layout tool   Pro only
When this button is on (blue), Freeway will always create CSS-based layout items. This only applies to items drawn while the button is on.

HTML tool
Allows you to draw an HTML item on your page, commonly used to contain the majority of the text in your web site.

Action tool
Allows you to draw a Freeway Action item on your page, such as a text rollover or navigation bar.

Graphic tool
Allows you to draw a graphic item on your page. An item drawn with this tool can contain a graphic (for example a photo) or graphic text.

Oval tool
Allows you to draw an oval or circular graphic item on your page.

Map Area tool
Allows you draw a rectangular clickable area on top of graphic items.

Rotate tool
Allows you to rotate a graphic item when it is selected on your page.

Flow tool
Links two or more HTML or graphic text items together so that text can flow between them.

Browser Preview

Click on this button to preview your site in the browser you've set as the default browser. Click and hold to choose a different browser, or choose Browser Setup to select a different default browser or update your list of installed browsers.

Inspector

Displays or hides the Inspector. This is a context-sensitive palette which displays different options depending on the item selected.

You can customize the Freeway tool bar by adding optional tools you frequently use. Some optional tools are available from a submenu on the tool bar, but you can place them on the main tool bar for immediate use. To do this, choose **Customize Toolbar...** from the **View** menu and drag the tools one at a time from the optional tool palette to your tool bar in a similar way you add items to Mac OS X's dock. Existing tools move, allowing you to place the new tool in the position you prefer.

If you want to revert to the default tool bar at any time, simply go back to your Customize Toolbar palette and drag the default tool bar into the tool bar area.

Freeway Express allows you to place an optional Colors tool button which shows or hides the Colors palette. In Freeway Pro, there is a Styles/Colors tool button which opens a palette listing document styles and colors.

Pro   **Pro-only optional tools**

Most of the optional tools are the same for both versions, but Freeway Pro also features skew and mirror tools.
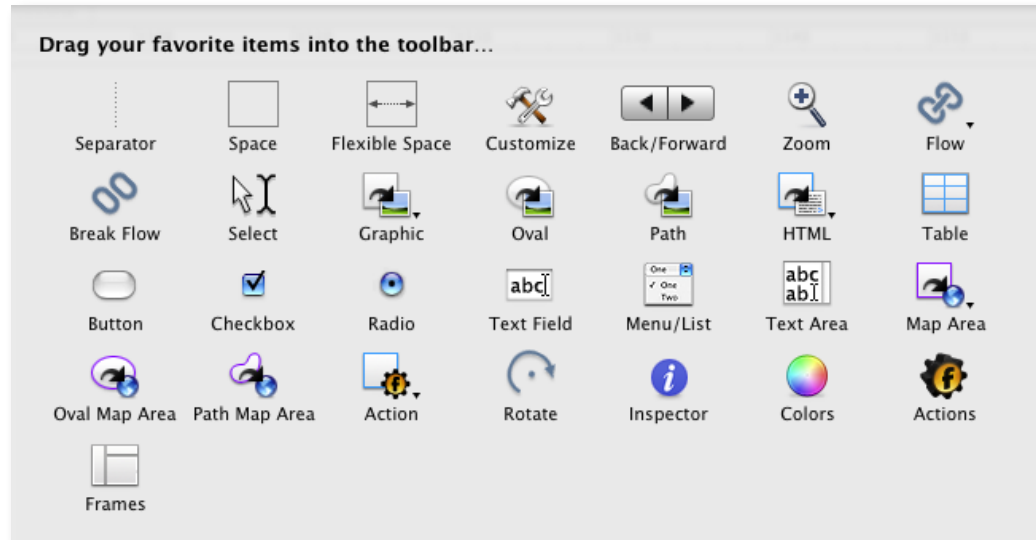
The optional tools available from the Freeway Express Customize Toolbar palette.

The site and page panels

The panel to the left of the page area toggles between the site panel and the page panel by clicking on the title bar which says **Site** or **Page** at the top of the list.

By default, the panel will display as the site panel.

The site panel

The site panel displays a list of all the pages and page folders which make up your site, with Master pages at the top and pages created from the Master pages below. Working with Master pages is covered in detail in the Tutorial section.

The pages in the lower part of the site panel show the name of the page and the Master it was created from.

If you make a change to any page of your site, a black dot will appear to the left of the page icon in the list—this indicates that changes have been made since the last time the site was published.

You can change the order that the pages appear in the site panel list by clicking and dragging them to a different place.

Clicking on the disclosure triangle to the left of a folder icon will list all the pages contained within that folder.
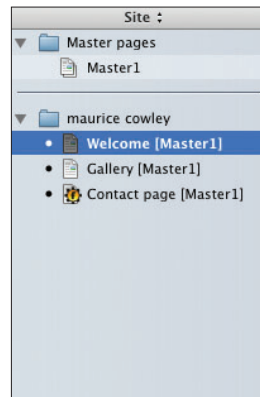
You can also see in this list whether a page or folder has a Freeway Action applied to it. If an Action is applied, a small Freeway Action cog icon appears on the page or folder in the list. Select the page or folder and look in the Actions palette to see which Action or Actions are applied.

The page panel

Clicking on the title bar of the site panel toggles the panel to the page panel view. This panel only shows the page you have displayed in your page area.

The list of items and other resources on your page should display—if not, click on the disclosure triangle to the left of the page icon.

Like the site panel, a Freeway Action cog icon indicates which items have a Freeway Action applied to them. Select the item and look in the Actions palette to see which Action or Actions are applied.

The page mode buttons

| Master | Page | Preview | Link Map |
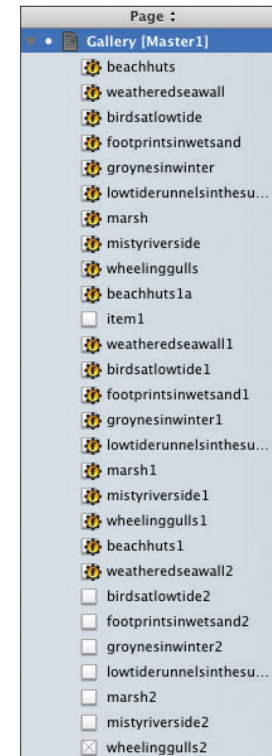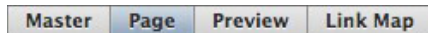
There are three page mode buttons—**Master**, **Page** and **Preview**. The first two allow you to switch quickly and easily between the page you're working on and the Master page it was created from. This can save a lot of time if you have a site with multiple Master pages.

When you have a Master page displayed, the page rulers turn to a tinted yellow color. This alerts you to the fact that any changes you make to the page will be applied to all pages associated with that Master.

If you have a Master page displayed, clicking on the **Page** button will return you to the last page you were working on that was created by that Master.

When you click on the **Preview** button, your page will be published if any changes have been made since it was last published. Your page will then be previewed in your Freeway window by a program which is similar to a web browser, but with reduced functionality.

There is also a **Link Map** button which you can click on to display a graphic representation of the links in your site.

The media width buttons

| Phone: 320 | Phone (Landscape): 480 | Tablet: 768 | Default |
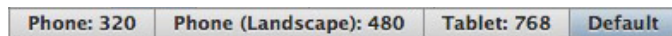
Just below the page mode buttons is the row of media width buttons. By default, the **Default** button will be selected—and this is how you should work when you build a website without adding responsive behavior to the layout (or to build the standard page for viewing in a desktop browser when building a responsive site).

Each of the media width buttons represents a specific pixel width (or "breakpoint") at which point the layout of a page can be made to change when a browser window is made narrower or when a page is displayed on a mobile device with a screen of that pixel width or less (depending on the aspect in which it's viewed in).

There is an in-depth tutorial on how to build responsive layouts in Freeway in the *Freeway Reference* which you should read if you want to find out all about it—but essentially it works in such a way that you work with Default button selected, then click on the media widths you want to set up and make the required changes for each of those breakpoints.

If you are not building a responsive site you should leave these buttons alone, ensuring that the Default button is selected.

The hyperlink box and site buttons

The hyperlink box
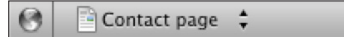
If you select an item on your Freeway page, the hyperlink box shows if it has a hyperlink applied to it or not. With the item or text selected, you can click and hold on the hyperlink box to choose from an existing page of your site or an external site.

Clicking on the globe to the left of the hyperlink box displays the "Edit Hyperlink" dialog box, which allows you to link to an existing internal page or an external page on another site. You can also choose from any of the standard hyperlink protocols such as an email link.

Hyperlinks will be covered in detail in the Tutorial chapter.

The site buttons

At the bottom left of the interface window are the site buttons. The minus button lets you delete selected pages or folders from your site. Clicking and holding on the right-hand button displays a menu giving you options to add pages or folders, and change the view options for the Site/Page panel.

Contextual menus

A great way to save time on your project is to use Freeway's contextual menus. These are menus which are item-specific—showing only options relevant to that item—and they can be accessed without needing to go through a bunch of menus and submenus.

Any item on your Freeway page will generate a contextual menu when you Control-click (or right-click with a two-button mouse) on the item. If nothing is selected on your page, the contextual menu for the page will display.

The contextual menu displayed for an HTML item.

The contextual menu displayed when editing HTML text.

Note: A different contextual menu will display if you are currently editing text inside an HTML or graphic item box.

The Inspector

The most common palette you'll use in Freeway will be the **Inspector**—a powerful, context-sensitive palette which displays different options depending on what you currently have selected (HTML item, graphic item, text, etc.). If you have no items selected on your page, the Inspector gives you options for the page itself.

We don't have room here to cover every combination with each type of item. However, the Inspector works in a logical way whatever the item, so we'll guide you through the basics of the Inspector and the type of options for each kind of item. The Tutorial chapter will show you how the Inspector works in practice.

There are quite a lot of differences in the Inspector between Freeway Express and Pro, but the principles are the same for both—so feel free to experiment with your version to see what the Inspector lets you do.

If the Inspector is not displayed, click on the button on the far right-hand side of the main Freeway tool bar.

Click once on an item to select it, and the Inspector's palette will change to show options specific only to that type of item. The title bar at the top of the Inspector displays the item type. Below this is the Inspector's tab bar, which usually displays an icon for each of the **General**, **Appearance** and **Output** settings for that item.

The first icon of the Inspector tab bar—the General settings icon—displays a similar icon to the tool from the main Freeway tool bar you used to create the item on your page. This will change for each different item type you select.

Like the main Freeway interface window, tool tips display if you hover your mouse over the Inspector tab bar icons.

If nothing is selected on your page, the Page Inspector window will display. Clicking on the first tab displays the page's General settings, which allows you to edit the general configuration of the page, such as setting its size, giving it a title, choosing how it aligns in the browser window, etc.

With no items selected, the second tab displays the page's Appearance settings. This icon shows all the options available to change the physical appearance of your page, such as applying a background color, choosing a background image (with positioning and tiling options) and what color the page's hyperlinks will be.
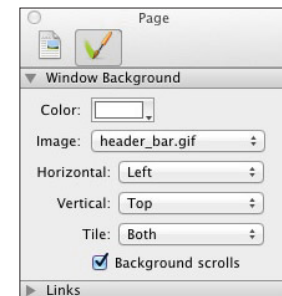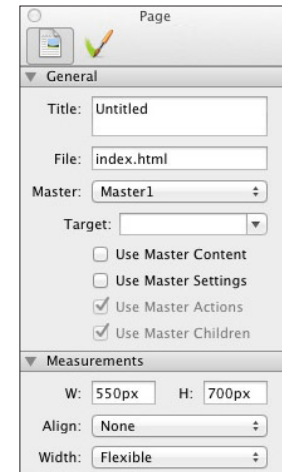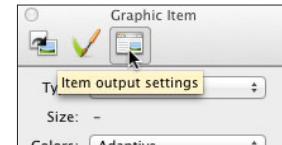
The next screenshot shows how the Inspector changes when an item is selected. The title bar has changed to show the item type, and the available options for the General settings are different to those in the Page Inspector window.

If an HTML item or graphic item is selected on your page, clicking on it again (or double-clicking on the item if it wasn't originally selected) allows you to enter text inside the box. You'll see that the Inspector options have changed again to reflect this, and the title bar has changed to "Text".
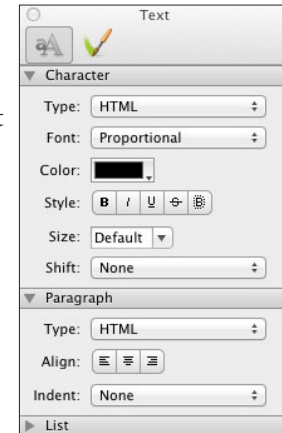
In most instances, the third icon in the Inspector tool bar is the "Output" settings icon, which give options relating to how the HTML code will be generated for that particular item when it's published.
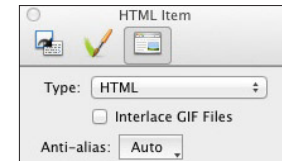
Although the paintbrush icon for the Appearance settings is the same as the icon for the same tab in the Page Inspector dialog, the options will be different as you will now see options specific only to a graphic or an HTML item.
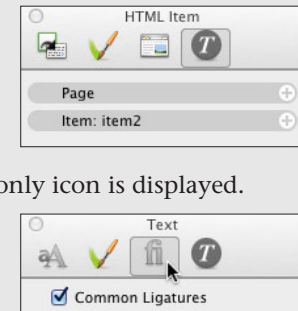
Occasionally you will need to access options within panels of the Inspector which are not currently displayed. To see these options you will need to click on the disclosure triangle to the left of the section heading in the Inspector palette.

Although the amount of options may seem daunting, the Inspector is very intuitive and you will soon appreciate its ease of use.

The advantage of having a context-sensitive palette such as the Inspector is so you only need one palette open on your page, rather than a different palette to work on each type of item.

> ### Pro   *Output settings for the page in Pro*
>
> Freeway Pro offers many options for how the code will be written for the page. If this is applied to each Master page of your site, it is effectively applied for the entire site.
>
> Among these extra options are the ability to choose the HTML/XHTML standard for the code, language encoding and the ability to display the code in an easily-readable format when you view the page source.

Other palettes

There are three other palettes which make up the Freeway interface—the **Actions** palette, **Colors** palette (called **Styles & Colors** palette in Freeway Pro) and the **Frames** palette.

The **Actions** palette and **Colors** palette are covered in depth in the Tutorial chapter, along with how to select colors in both Express and Pro and the differences between the two versions.

The **Frames** palette gives options of how to create a frameset from a selection of pre-defined frameset layouts. If you want to find out more about creating and working with framesets, please refer to the *Freeway Reference*.

Tutorial

We're going to use Freeway to create a web site for a photographer called Maurice Cowley. This will be done in three stages with a separate tutorial for each stage.

Everything we do in the tutorials can be done by both Express and Pro users. If you're using Freeway Pro, you'll notice that there are some differences in the interface as the tutorial uses screenshots mainly from Express. Any major differences will be pointed out as we go.

Each tutorial is designed to take around 30 minutes if you follow the instructions in strict order, but feel free to experiment with different options available to you through the various menus and palettes—this really is one of the best ways to learn.

By the end of the third tutorial, you will have created a fully-functioning web site. The site you'll build contains rollover navigation links, a gallery page with thumbnail links to larger images and many other features often seen on web pages. You'll be surprised that such a complex site could be created in Freeway in such a short time, with little or no knowledge of HTML.

To introduce functionality in an appropriate order, certain aspects of the standard workflow for site creation have changed. We strongly advise that you plan a site beforehand.

The tutorials will guide you through the key features of Freeway in the following stages:

Tutorial 1: Creating a new document, learning the structure of your site folder, adding various elements to your page and checking the page in Freeway's Preview.

Tutorial 2: Creating the structure of a multi-page site, using Master pages for common content, adding links to aid the navigation throughout the site and previewing the site in a web browser.

Tutorial 3: Adding functionality and dynamic effects to your site, such as rollovers and target images, etc., by using Freeway's Actions.

> **Note**: The image resources used for these tutorials can be downloaded from the Softpress web site at http://www.softpress.com/support/ below the "Manuals" heading

CONVENTIONS USED IN THE TUTORIALS

Instructional text appears in colored, bulleted sans serif type (e.g. Launch Freeway. The New Document dialog box will be displayed). General discursive text appears in the standard body text serif type.

Bold   Bold text within the body text identifies a name or label that appears on your screen (e.g. Click **OK**)

The following modifier keys are used in the tutorials:
The **Control** key—sometimes marked `ctrl`.
The **Option** key—sometimes marked ⌥ or called Alt.
The **Command** key—usually marked ⌘ or .

Where a command or menu choice is within a submenu, this is indicated with the ">" symbol, such as "Choose **Item>Action>Rollover**".

If you experience problems with this tutorial, visit http://www.softpress.com/support/tutorials.html where you'll find three movies of this tutorial, called "Getting Started with Freeway".

> **Note**: This tutorial is very basic as it is intended as a "getting started" exercise. You can find a much more in-depth tutorial on building a website with Freeway Pro in the *Freeway Reference*.

Tutorial 1

Starting and saving the site

Freeway is supplied with sets of pre-built templates and you can choose from different types in the left-hand panel of the New Document window as the starting point for a web site.

For this tutorial we will use the blank template, which will give us a clean canvas on which to design a site from scratch.
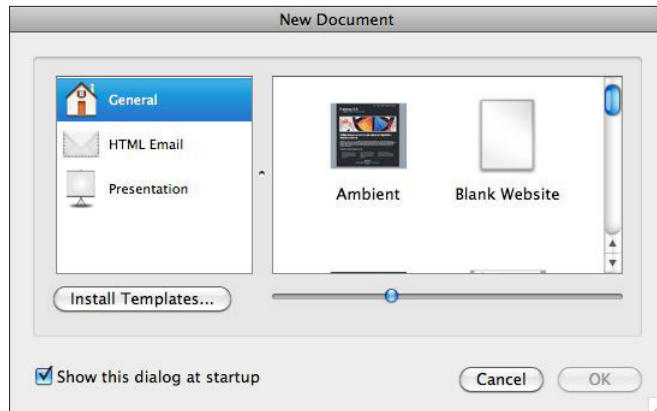
Pro — Custom page settings

Freeway Pro, too, is supplied with templates, but also has the option of custom page settings which offer more control—such as setting the HTML level for the document and how file names are treated.

You can switch to the Custom view by clicking on the **Custom** button above the main panel of the New Document dialog window.

- Launch Freeway. The **New Document** dialog should automatically be displayed. If not, choose **New…** from the **File** menu.
- Make sure **General** is selected in the left pane of the New Document dialog, select the **Blank** template in the main panel and click **OK**.

When starting a site with a template (including Blank), Freeway will immediately prompt you to save the new site inside a specified project folder. This ensures that you have the correct site structure in place before you start work.

- Enter "Tutorial1" in the **Save As** field, and click the **Save** button.
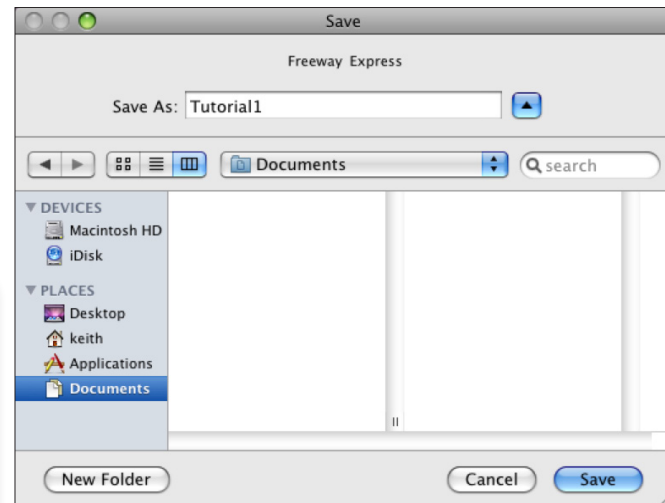
Freeway, by default, chooses to save a web site in your Documents folder. If you'd like to save it somewhere else, use the Save dialog to navigate to a new location.

A Freeway document window will be opened for you, titled "Tutorial1", with a blank page showing in the layout or document view.

Setting page dimensions and alignment

In Freeway, setting up a page's dimensions and how it aligns in the browser window are simple tasks to achieve using the Inspector—a powerful, context-sensitive palette. If the Inspector isn't open, click once on the button titled Inspector on the far right of the Freeway tool bar.

Basic concepts and terminology of the Inspector

Because the Inspector is such an important tool in Freeway, it's worth taking the time here to explain how it works and what terminology you'll encounter in the instructions of the three tutorials.

As stated earlier, the Inspector is "context-sensitive", which means that the palette's interface and options will change according to the type of item selected and, for some items, how the item is selected. With

— Title bar
— Tabs
— Open panel header bar

— Panel

— Closed panel header bar
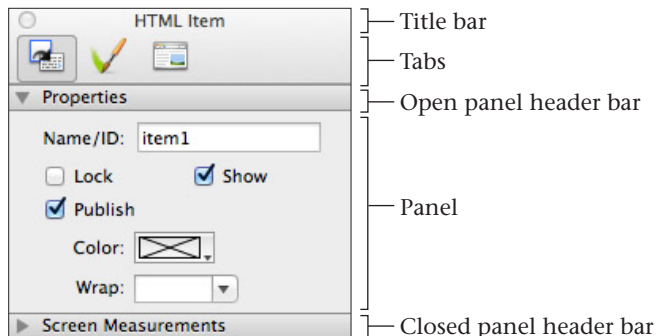
no item selected on your page, the Inspector will show the options for the current page. The content of the Inspector may change, but it always retains its familiar structure of "title bar", "tabs" and "panels".

At the top of the Inspector is its "title bar". This will change according to the type of item you have selected ("HTML Item", "Graphic Item, etc.). If you have no items selected, the title will display as "Page".

Below the title bar is a row of "tabs". Clicking once on a tab displays a palette of options for a particular kind of functionality—most commonly, the Inspector displays three tabs which are called "General Settings", "Appearance Settings" and "Output Settings" (note that there are some exceptions to this).

The General tab   *The Appearance tab*   *The Output tab*

In Freeway Pro, there is always an extra tab called "Style Inspector", which appears at the end of the row.

The icon for the first tab—called **General Settings**—usually displays as the same tool bar icon for the tool you used to draw the item when that item is selected (or, if nothing is selected on the page it will display an icon of a page). Anything to do with an item's name, size or position is applied in the General tab.

The next tab—called **Appearance Settings**—has an icon like a paintbrush (and this is why we often call this the "Paintbrush tab"). In the Appearance tab you can apply colors, borders and effects, etc.—all things to change an item's appearance.

The third tab—called **Output Settings**—displays as an icon of a web browser. Options available in the Output tab are specific to changing things such as what file type will be used for an item when the file is

published. In Freeway Express the Output Settings tab does not display for the page, as only Freeway Pro has Output Settings options for the page itself.

Within each tab of the Inspector are "panels", which are options grouped logically into specific types of function. Usually, at the top of each panel is a header bar which, when clicked, will open or close the panel.

Clicking a second time on an HTML or empty graphic item allows you to type text inside. When you do this, the Inspector's title bar will change to "Text". Also, the General Settings tab icon will change to a text icon and HTML items will display the General and Appearance tabs while graphic items display the General, Appearance and Output tabs.

As stated earlier, there are exceptions to the standard display of tabs, but none appear in the tutorials.

Setting the page dimensions and alignment

Let's set the page dimensions to be 700 pixels square and center the page horizontally in the browser window.

• Select the **General** tab of the Inspector by clicking on the page icon (see screenshot on the right). In the **Measurements panel**, enter 700 in the **W** field to give the page a width of 700 pixels, type a **Return** or **Tab** to move to the **H** field, and type 700 again. It is not necessary to type "px" after the values entered in the W and H fields as Freeway adds this for you.
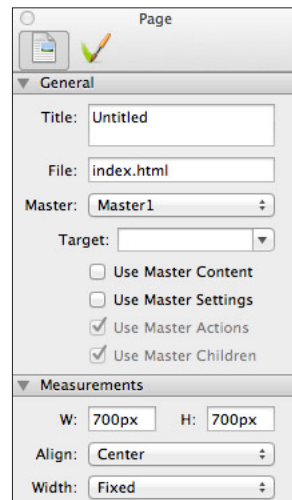
Note: You must type either a **Return** or **Tab** to retain the information entered into the field.

• Click and hold on the popups below the W and H fields to choose **Center** in the **Align** pop-up and **Fixed** in the **Width** pop-up.

Freeway Pro users should be aware that they need to enter the height and width values for the page in the Measurements panel and not the Dimensions panel.

Setting the page background color

Selecting colors works a little differently in Freeway Express and Freeway Pro—so for this tutorial we'll use screenshots from Express, with differences in Pro pointed out where applicable.

• Select the **Appearance** tab of the Inspector then click and hold on the **Color** pop-up menu to view the list of seven standard primary and secondary colors, along with black, white, "None" and "Other...".

• Select **Other...** to open the **Colors** dialog (called **Color** in Pro), enter the values "204", "255" and "204" in the respective Red, Green and Blue fields and click **OK**.
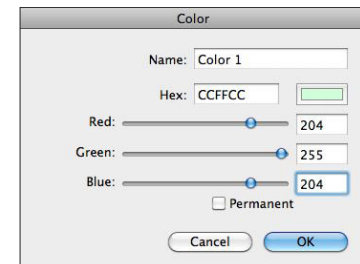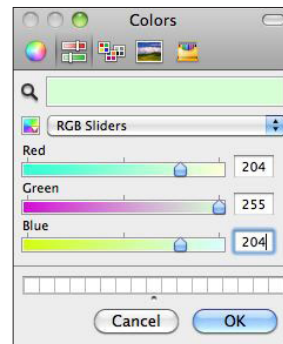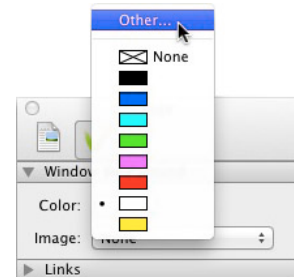
Left: Freeway Express

Above: Freeway Pro

- There are many other ways to choose colors by using the different options in the color picker to choose from the "web-safe" color list, crayons, etc. (Pro users will need to click on the color swatch in the Color palette to enter the standard color picker.) To choose a web-safe color for example, go to the color picker, click on the third tab (called **Color Palettes**), choose "Web Safe Colors" in the **Palette** popup, then choose a color from the list or enter the color's "hex" value (which in this case is CCFFCC). Click on the color in the list to apply it to the page and click **OK**. Note that Express users can only choose a color by its hex value if that color is a web-safe color.
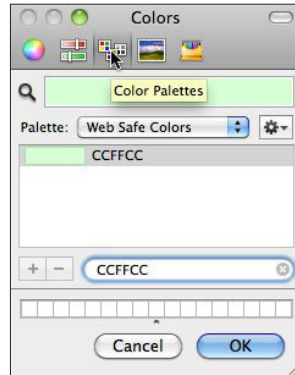
Pro   *Choosing colors in Freeway Pro*

When you select **Other...** from the page background color menu, the **Color** dialog opens (see previous page) which lets you choose a color by either entering a "hex" value (to choose from the hexadecimal palette of over 16 million colors) or entering an RGB value using the sliders or value fields for each of the Red, Green and Blue values.

To see the standard Mac color picker, click on the color swatch in the Color dialog.

Any new color chosen will appear in the **Color** list in the Inspector or in the **Colors** panel of the **Styles & Colors** palette (along with the name given when choosing the new color) as long that color is in use by a page background or an item. If you want the color to appear in the list even if it is not being used, check the **Permanent** option before clicking OK in the Color dialog.

Express   *Tip: Create a palette of favorite colors*

Freeway Express doesn't store permanent custom colors, but there is a way to store favorite colors using the color palette. To do this, drag a color you've chosen from the top color swatch panel into a blank thumbnail swatch box in the drawer at the bottom of the window. You can reveal more blank swatch boxes by dragging the drawer down.

Although the color of your page in the Freeway interface window has changed, note that this color will be applied to the entire browser background and not just the page itself.

Adding a page background image

Much has been written about what is considered tasteful and appropriate when it comes to background graphics for a web site. Because it's so easy to do, many beginners fall into the trap of using a large single graphic file for the entire page background (which can make loading times slow) or using a "tile" graphic which repeats over the browser background (which can give the page an amateurish or dated appearance).

For our page, we'll import a small, simple yet effective header bar graphic which is one of the media files you can download from www.softpress.com/support/index.html by using the link under the Manuals heading.

- Select the **Appearance** tab of the Inspector, click on the **Image** pop-up menu and choose **Select...**.

Navigate to the Tutorials folder then, from the "Tutorial1_media" folder, choose "header_bar.gif" and click **Open**.
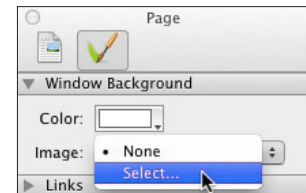
- Three more options appear in the Inspector palette below the pop-up—**Horizontal**, **Vertical** and **Tile**. These control the alignment of the graphic on your page, so choose "Center" for **Horizontal**, and "Top" for **Vertical**, then choose "Neither" in the **Tile** popup so the image doesn't repeat horizontally or vertically.
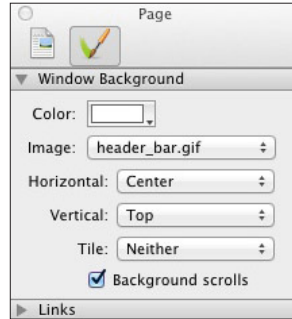
If you choose "Tile" for either or both alignment options, the image repeats to fill the browser window horizontally, vertically or both.

Another option in this panel is "Background scrolls" (checked by default). Leave this checked, otherwise the background image will be fixed in the browser window while rest of the page content will scroll.

This is a good time to save our progress so far.

- Choose **Save** from the **File** menu.

A quick word about "items"

Any box on a Freeway page is called an "item". An item can contain text, a graphic, a photo, etc. or it can be a shape drawn on the page with one of Freeway's tools.

As soon as an item has been created on the page, it is given a unique name by Freeway—by default, this will be "item1", "item2", etc. In this tutorial you'll be introduced to the two main types of items you will work with in Freeway—HTML and graphic items.

> **PRO USERS: If you haven't already done so, please switch off the CSS Layout button**

Adding a graphic text item

One of the strengths of Freeway is its ability to create fully-editable graphic text on the page. Let's create a graphic text heading for Maurice's web site.

Bear in mind that graphic text is published as an image. This means that it won't be indexed by search engines (which can affect the search rankings for your site) and it can cause problems for visitors who use accessibility aids. It's best to use graphic text only for elements that must be rendered in a certain font, or for creating logos, etc.

- Click once on the **Graphic** tool in the tool bar. When you move the cursor over the page in the layout view, you'll see the cursor changes to a cross-hair. Click and hold on the page area and drag diagonally down to the right to draw a wide rectangle. Release the mouse button to finish drawing your item.
- The item should be selected and showing the selection handles around the frame. If not, click once on the item.
- To position and size the item, select the **General** tab of the Inspector, and go to the **Screen Measurements** panel. If the panel is not open, click its header bar.

> **Pro** *Positioning items on the page in Pro*
>
> This tutorial uses positioning with X and Y values as they appear in Express. In Freeway Pro these are called **Left Inset** and **Top Inset** on the top row of the **Dimensions** panel. In the Size pane below are Pro's **Width** and **Height** fields.
>
> Although we're not using them in this tutorial, there are also values for "Right Inset" and "Bottom Inset" in the second row of Position values.
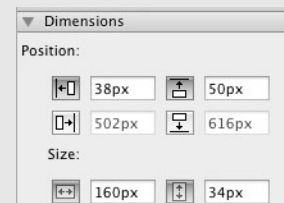
- Double-click in the **X** field (for Freeway Pro, see the box on the previous page) to select the current entry and type 10px. Press Tab to move to the **Y** field, and type 50px. Press Tab again to move to the **W** field and type 400px, followed by another Tab to move to the **H** field where you should type 60px. Finish off by typing a Return or Tab to ensure Freeway accepts the last value.
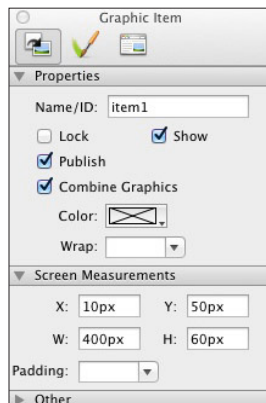
Values given to the X and Y fields (Left Inset and Top Inset in Pro) refer to the position of the item's top left corner in relation to the top left corner of the page. This means that an X value of 10 will position the top left corner of the item 10 pixels in from the left edge of the page and a Y value of 50 will position the top left corner 50 pixels from the top of the page.

The W and H values refer to the Width and Height of the item itself.

With the item positioned on the page, let's enter some text. Unlike HTML text, for graphic text you can use any font on your computer—this is because Freeway creates a graphic of the text when the item is eventually published.

- If the item is selected, click on it again. If not, click on it twice. You'll see a flashing text cursor inside the item and the Inspector's header bar with change to "Text".
- Type "mauricecowley". Choose **Edit>Select All** to select all the text and go to the **General** tab of the Inspector. Choose "Big Caslon" from the **Font** menu and enter 60px into the **Size** field. Don't forget to press Tab or Return to accept the value

- Select just the letters "maurice" with the cursor, go to the **General** tab of the Inspector and click on the **Color** pop-up menu. Using the same process as before, select **Other...** from the **Color** pop-up menu and set the color with the RGB sliders (using the values 204, 204, 204) or as a Web Safe Color (using the hex value of CCCCCC).
- Now select just the letters "cowley" and apply the bright green color (which is called "Green" in Pro) from the **Color** menu in the Inspector.
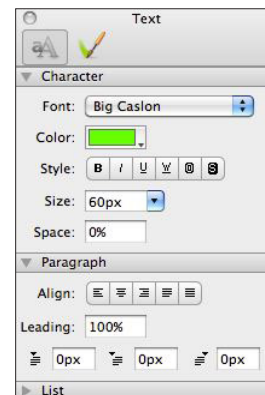
As well as choosing fonts, sizes and colors, Freeway also allows you to add many different effects to graphic text and graphic items, such as glows, shadows and outlines. Effects can be applied in the Appearance tab of the Inspector.

There are significant differences in the way effects are applied in Express and Pro, so we'll look at how to apply a shadow to the logo text in each version in turn.

Make sure you select the text within the item and not the item itself, as some effects can be applied to either the item box or text inside it.

Freeway Express

- Select all the text, go to the Appearance tab of the Inspector and select the **Shadow** button (which has an icon of a letter "A" with a drop shadow).
- If the Shadow menu is not visible, click on its title bar to open it. Enter values of 75% for **Opacity** and 4% for **Offset**.
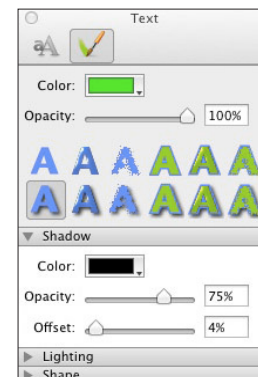
Freeway Pro

- Select the text, go to the Appearance tab of the Inspector and select the **Shadow** button (note that the "Normal Text Layer" button will also be selected).
- If the Shadow panel is not visible, click on its title bar to open it. Enter the values of 75% for **Opacity** and 4% for **Offset**.
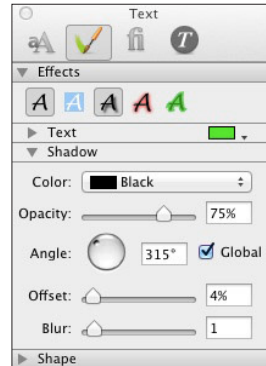
Because of the way Freeway works, if you want to change the text or any of the effects you've applied—even after the file has been published—this text remains fully editable, so you can make your edits and simply republish.

Importing a graphic

Maurice uses a logo as part of his corporate identity, so we'll put this logo on the right hand side of the page, over the top of the background header bar. This time we'll import a graphic with transparency into a graphic item, scale the graphic and then position it on the page. This time we're going to "drag and drop" the file straight from the Finder onto our Freeway page.

- Locate the "Tutorial1_media" folder in the Finder and open it. Select the file "mauricecowley_logo.gif", drag it from the folder and drop it onto a blank area of your page. The photo will appear on your page, already within a graphic item sized to the imported image.
- Control-click (or right-click with a two-button mouse) on the item and select **Graphic>Scale and Pad** from the contextual menu. Control-click (right-click) again and select **Fit Box to Content**.

Using the Graphic>Scale and Pad command, the graphic will be scaled to the largest size possible within the item, while maintaining its proportions.

Using the Fit Box to Content command makes the item fit the physical proportions of the resized graphic.

Now we need to scale the graphic and the item to the size we want to use it on the page. We'll use a modifier key combination to resize the item and image as one.

- Select the **General** tab of the Inspector to view the item's width and height. Hold down the Shift and Option keys, click on a corner of the graphic item and drag the corner handle to enlarge or reduce the **Width** and **Height** to 95px by watching the values change in the Inspector. Using Shift-Option-click and drag maintains the proportions of the image as the item is scaled.
- Go to the **Appearance** tab of the Inspector and apply an **Outer Shadow** with values of 75% Opacity and 4px Offset. In Express the Outer Shadow settings are at the top of the **Appearance** dialog. In Pro the Outer Shadow settings are in the **Outer Shadow** panel of the **Effects** panel.
- Change to the **General** tab of the Inspector, then click and drag the item close to the top right-hand corner of

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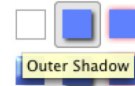
Keeping your Freeway file size small **! Tip**

A tip to keep the overall Freeway document size small is to resample imported images.

To resample an image, double-click it to open the **Graphic** dialog, then click the **Resample** button once. Click the **OK** button to close the Graphic dialog.

Resampling ensures Freeway stores the minimum information it requires for the imported image after it has been scaled.

the header bar and watch the **X** and **Y** values change (remember these are called **Left Inset** and **Top Inset** in Pro) in the Inspector. The item needs to have values of 590px for X and 16px for Y. You can click and drag it into position by watching the values change, or you can place it approximately and use your arrow keys to nudge it to the correct position one pixel at a time.

Adding HTML text

To complete the header bar, let's add some words to let the world know his trade. We could use graphic text again, but we are going to use HTML text (see the "tip" box for the benefits of using HTML text).

- Click once on the HTML button on the tool bar and draw an HTML item on a blank area of the page. Click on it again so the text cursor flashes inside the item and type the word "photographer".
- Select the word by double-clicking on it, then choose Helvetica for the font and 18px for the size in the Inspector. If necessary, make the item larger by dragging one of its handles.
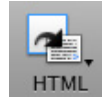
With the text formatted we now need to click away from the item to deselect it and then reselect it with a single click so we can apply values to the item rather than the text. An alternative way to do this is to Command-click on the item.

- Give the item values of 10px for **X**, and 125px for **Y**, then make the item 300px wide and 20px high.

Importing photos

Importing a photo into Freeway is no different to the way we imported the Maurice Cowley logo earlier. In fact all images are imported using the same basic methods. We imported the logo by dragging and

dropping the graphic file straight on to the page: this time we will import a graphic by navigating to the file through the import dialog.

- Draw a graphic item on the page as you did before, choose **File>Import**, navigate to the "Tutorial1_media" folder, select the file called "beach huts.jpg" and click **Open**.
- With the item selected on the page, make the item 208px wide by 139px high by entering those values in the Inspector.
- Control-click (or right-click with a two-button mouse) on the item and select **Graphic> Scale and Trim** from the contextual menu. Control-click (right-click) again and select **Fit Box to Content**.
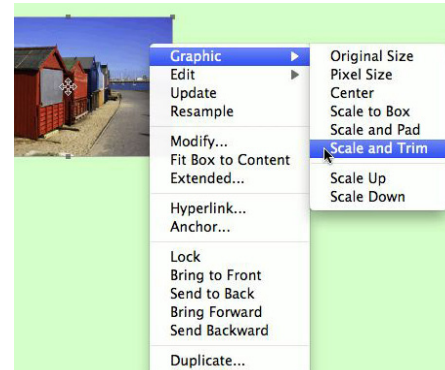
Scale and Trim works in a similar way to Scale and Pad, except that it scales the imported graphic proportionally so that its shortest aspect ratio fills the item, and the longest aspect is cropped equally on both sides or top and bottom.

When you draw a new item on your page and import a graphic, it will be imported at the same physical size it was saved at in the original graphics application. This can often mean that photos taken with digital cameras can be very large and so create big, unwieldy items when placed on your page with the drag-and-drop method. If this is the case, you may find it easier to use the File>Import method used above.

We are now going to add a border and shadow effect to the photo – but as the methods of doing this are very different in Express and Pro, each version will be covered separately.

Freeway Express

- Select the item, click the **Appearance** tab of the Inspector then click on the **Border with shadow** button.
- If the **Border** or **Shadow** panels aren't open, click on their header bars. In **Border**, choose white as the color and give it a size of 9px (check that **Dash** is set to a solid line and **Position** is set to "Outside"). In **Outer Shadow**, choose 50% Opacity and an Offset value of 8px.

Freeway Pro

- Select the item and click on the **Appearance** tab of the Inspector.
- If the **Border** panel isn't open, click on its header bar. Choose white as the color and give it a size of 9px, making sure that **Dash** is set to a solid line and the **Position** is set to Outside.
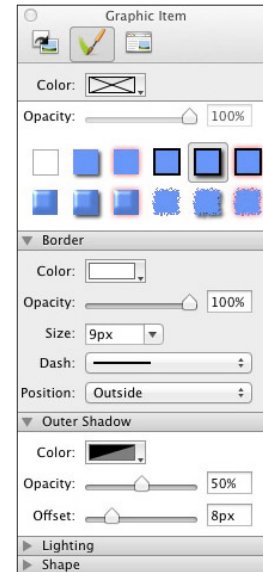
Freeway Express
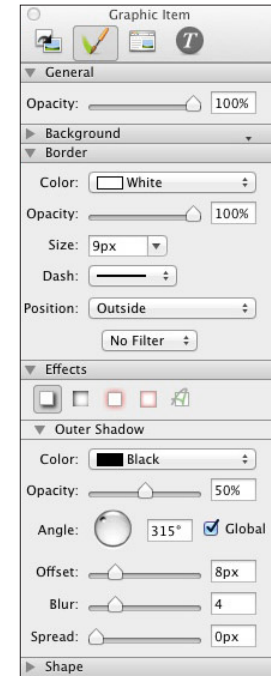
Freeway Pro

- If the **Effects** panel isn't open, click on its header bar, then click on the **Outer Shadow** button. Enter values of 50% for Opacity and 8px for Offset.
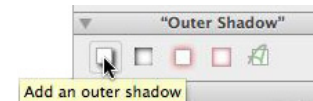
Duplicating items

We are now going to make a duplicate of the photo we've just imported and styled on our page. A benefit of duplicating (or copying and pasting) an item is that all its properties will be retained. Freeway also remembers the scaling value along with the photo's position within the item and these settings will also

A shortcut for duplicating items

A quick way to duplicate an item is to click and hold on an item, hold down Option, then drag. This copies the item so you can position the duplicate where you want it to appear on your page.

Please note that this will not work if you click on the "panning arrows" in the centre of a graphic item.

apply to any graphic imported into this item at a later stage.

Another advantage of duplicating is that you can specify exact values to duplicate multiple items with specified horizontal and vertical offsets in a single operation.

• Make sure there's not an active cursor in any of the Inspector value fields and that the beach huts photo is selected. Choose **Item>Duplicate** to open the Duplicate dialog, set the **Number of Copies** as 2, leave the **Horizontal** offset as 0px, enter 170px for the **Vertical** offset then click **OK**.

• After duplication, both new items will be selected. Click on the page to deselect them both. Select the first duplicate, choose **File>Import**, navigate to the "Tutorial1_media" folder, select "sailing barge.jpg" and click **Open**.
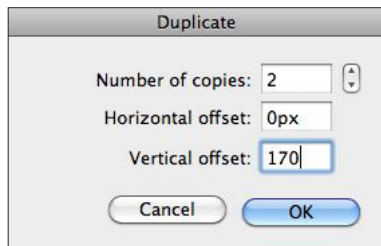
Let's enlarge the image a little within the item.

• Control-click (or right-click) to reveal the contextual menu and choose **Graphic>Scale Up**. This enlarges the photo in small steps each time it's applied. Do this

two or three times. If you go too far, use **Scale Down** to go back one step.

We now need to position the photo within the item to make it visually interesting. To do this, we'll use the "panning arrows" which are visible in the centre of the photo when it's selected.
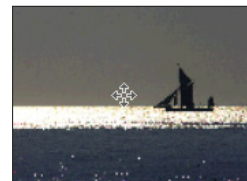
• Move the mouse over the panning arrows so it changes to a hand icon, then click and drag the image freely within the item to place the image where you want.

When you've positioned the image within the item, click elsewhere on the page, to make the mouse revert back to a pointer.

Now let's import the photo for the second duplicate.

• Select the second duplicate item.
• Choose **File>Import**, navigate to the "Tutorial1_media" folder, select "low tide runnels in the sunlight.jpg" and click **Open**.
• Control-click (or right-click) on the item and this time choose **Graphic>Scale and Trim**.

With all three photos imported and scaled, we'll place them on the left of the page to make them look as though they are photographs scattered randomly on the page, as seen in the screenshot at the top of the next page.

• Drag the photo items one at a time to the left side of the page below the item containing the "photographer" text.

If this happens, move the graphic item away so it no longer overlaps the HTML item. This will return the HTML item to its previous state. When you've finished rotating the photos, click on the **Select** tool.

If you select one of the photo items and look at the **General** tab of the Inspector you'll see that the photo items have the **Combine Graphics** option checked by default. This means that Freeway will treat all three items as a single graphic when it generates the HTML code.

Importing text

With the header and graphics placed, we now need to add some text. We'll do this as HTML text.

- Click on the HTML tool in the tool bar and draw a new item in a blank area to the right of the photos.
- Click on the item again so it shows the text cursor, choose **File>Import Text...**, navigate to the text file called "welcome.txt" in the "Tutorial1_media" folder and click **Open**.
- Select all the imported text, choose Georgia as the font in the Inspector and give it a size of 14px. Select the heading line "Welcome to my web site", click on the

- Select the top photo item, click on the **Rotate** tool in the tool bar, then click and drag one of the item's selection handles. As the photo rotates, along with its border and shadow, you'll also see two black lines which give an indication of the amount of rotation being applied.
- Rotate the other two photo items in a random manner and place them so they overlap each other.

If you overlap the "photographer" HTML item with a graphic item when you reposition or rotate it, you'll notice that the words in the HTML item will disappear.

Bold button in the **Style** panel of the Inspector and select 18px for its size.

With the text imported, the item needs to be positioned on the page. To do this, you'll need to Command-click on the item to select it so you can change the settings of the item rather than the text inside it.

• In the **General** tab of the Inspector, set the **X** value as 348px, the **Y** value as 200px, then the **W** and **H** values as 350px and 180px respectively.

To finish off our page, let's put a box panel on the page to announce Maurice's new exhibition. Again this will be done as HTML text.

• Select the HTML tool in the tool bar and draw a new item below the Welcome text item.
• Click on the item to get a text cursor, choose **File>Import Text…**, navigate to the "Tutorial1_media" folder, select the file called "exhibition.txt" and click **Open**.
• Select all the text in the item, go to the Inspector and set **Align** to **Center** in the **Paragraph** panel. Choose Helvetica as the font in the **Character** panel and 12px for the size.

• Feel free to select individual lines and give emphasis to important lines by increasing the size and using bold or italic in the Style panel.
• Command-click on the item, go to the **Appearance** tab of the Inspector, and choose white as the color.
• Go to the **General** tab of the Inspector and enter a value of 10px in the **Padding** field to add space between the text and the item's edge.

• Set values of **X** 348px, **Y** 395px and **W** 328px for the item in the **Dimensions** panel in the **General** tab of the Inspector.
• To finish, we can choose **Item>Fit Box to Content** to make the item fit the content exactly. As this is an HTML item, this will only affect the height of the item.

• Choose **File>Save** to save the changes.

You've just created a web page in Freeway.

So far, we've only seen what the page looks like within Freeway, and no HTML code has been generated.

Previewing your page

It's a good idea to check how things are going to look in a browser as you work. Freeway has a built-in function called **Preview** which uses the same graphics engine as Apple's Safari browser.

Just below the tool bar, three buttons allow you to switch between the **Master**, **Page** (currently highlighted) and **Preview** views.

• Click the **Preview** button. Freeway switches to Preview mode, and a progress bar will show that it is building the page. After a few seconds, the page will appear in the document window.
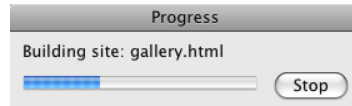
Notice that the tool bar icons have changed. There are buttons here that let you test your site to see how it might appear if images or JavaScript have been disabled in a visitor's browser, and it lets you test the site to see if the layout is OK when the size of HTML text is increased or decreased. Note: Freeway Pro users have additional functionality, such as an "accessibility report" to see if a page conforms to international accessibility guidelines (so it can be used by visitors with disabilities).

Using Preview, you will only be able to view the active page in your Freeway interface window.
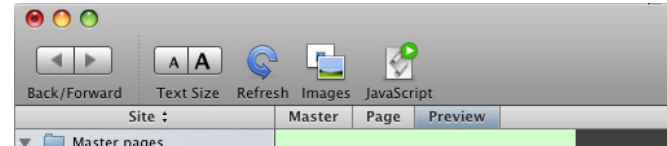
This is an easy way to test a page, but while it replicates many features of a browser, it's really just a way to get a quick look at a single page as you work. To check how an entire web site works, you'll need to preview it in a proper browser and we'll look at that in the next tutorial.

• Click the **Page** button to return to your Freeway page.

Although you were probably unaware of it, Freeway converted your page into HTML code when you clicked on Preview. Every time you select **Preview**, Freeway generates all the code, optimized graphics, etc., then places everything you need for that page into your Site Folder. This is also known as "publishing" the page. What you're looking at when you preview is the information written to your disk as HTML code and interpreted by a browser.

When you preview the page in a browser, the HTML code for the entire site is generated, rather than just a single page when you use Freeway's internal Preview. Another way to make Freeway generate the HTML code for the entire site is to choose **File>Publish Site**.

Once a site has been published, further publishes will only generate the HTML code for those pages which have changed since the last time the site was published.

This is the end of the first tutorial. For the next tutorial, we'll re-use parts of this Freeway file again to create a multi-page site with hyperlinks in a new document.

Tutorial 2

In the first tutorial we created a single page in Freeway. By the end of this tutorial, we'll have a multi-page site with links established so users can navigate through the entire site by clicking on hyperlinks.

If we were working on a "live" project (rather than a tutorial) we would probably have started our site by creating all the common items on a Master page. For this reason, we'll discuss the concept of Master pages before we resume the next stage of Maurice's site.

Basic concepts of Master pages

Freeway is similar in many ways to a Desktop Publishing (DTP) program—and just as DTP programs offer the facility to use multiple Master pages, so does Freeway.

When used well, Master pages aren't just a good way to speed up the workflow of web design, they also help to give a better consistency across your site.

Everything placed on a Master page, together with any formatting and functionality applied to its items will appear on every page created from that Master.

When changes are made to a Master page, all the pages created from that Master will have the same changes applied. However, it's important to remember when working with Master pages that if an item is moved or edited on a page created from that Master, those items will lose their connection to the equivalent item on the Master page.

If this happens, subsequent changes made on the Master page will not be applied to those items. For this reason, it's good practice to "lock" items on Master

pages to prevent them being moved (this will be covered later in the tutorial).

If you have moved or edited an item that is based on an item on a Master page, you can re-establish the connection by turning on the **Use Master Content** and **Use Master Settings** checkboxes in the Properties panel of the General tab of the Inspector for that item.

It's not just common items that make Master pages so indispensable. Many things—such as page size, background color and even any Actions or child items used the page—can be restored or ignored when a new page is created from the Master.

There may also be times when you want to use more than one Master page—for instance, different sections of your site may have a different color scheme—in which case, you can simply create a new Master to work from. Freeway also allows you to duplicate an existing Master by clicking on an existing Master page, and choosing **Page>Duplicate Page...**.

> ### Setting a universal page size for your site ! Tip
>
> You can change the page size of a Master page in the General tab of the Inspector—however, any new Masters you create will need to have their sizes changed as well.
>
> To change the default page size for all pages (including Masters) of your site, choose **File>Document Setup...** and change the default size there. This will affect all pages that haven't had their sizes changed manually, and all pages created from then on.

The Site panel

When working on multi-page sites, the Site panel—which is to the left of the layout or document area—becomes an invaluable aid to navigating around the site to edit and manage your pages.

The Site panel has two distinct parts—Master pages at the top and normal site pages below.
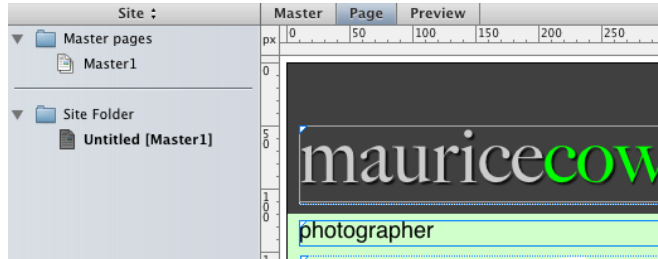
The Site panel doubles up as the Page panel—you can toggle between these two states by selecting a page in your page list, then clicking on the "Site" bar at the top of the panel. In Page panel mode you will see a list of all the items used on that page.

The list of items viewed in Page panel mode can often be the simplest way to find an item to edit—for instance when you have a stack of items on top of each other—in which case you can select the item by clicking once on its name in the page mode of the Site panel.
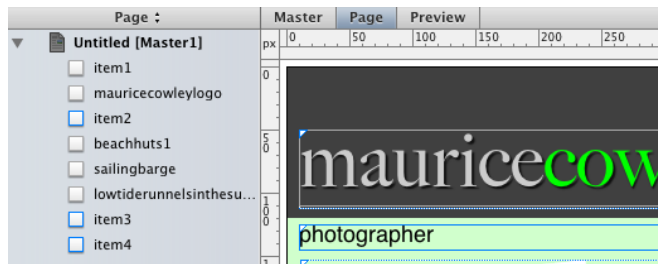
To change the names of Master pages, pages and items in the Site panel you need to Option-click on either the icon or its current name.

Setting up a Master page

We started the first tutorial with a blank template and created the whole page on a normal site page. Freeway lets you work the way that suits you—and, whereas some people like to plan their site before they start, others prefer to design on the fly.

Now we've created our first page, we know which items we want to use on every page, so we can place those items on a Master page.

Of course, those who planned ahead may have chosen to place the items common to all pages on a Master page as a starting point when they began work on the site. For this tutorial we'll create a new site and make a Master page in it with the same settings as the page in the first tutorial, then copy the common items across to the Master page and the page-specific items to a site page.

• Open the Freeway file for the first tutorial if it's not already open.
• Choose **File>New...** to create a new document using the Blank template and give it the title of "Tutorial2".
• In the new document, click on the Master page "Master1" in the Site panel, set the page dimensions to 700px by 700px, choose "Center" in the **Align** popup and choose "Fixed" in the **Width** popup.
• Set the same page background color as the first tutorial—CCFFCC (as a web-safe color), or 204, 255 and 244 (as an RGB color).
• Import the "header_bar.gif" graphic as a background image for the page, set **Horizontal** to "Center", **Vertical** to "Top" and **Tile** to "Neither".

- Choose **Window>Tutorial1** to switch to the document created in the first tutorial, click once to select the logo text, then Shift-click (which will add to the selection) on the graphic logo item and the "photographer" item.
- With all three items selected, choose **Edit>Cut** to cut the items from the page.
- Choose **Window>Tutorial2**, select the "Master1" page in the Site panel and choose **Edit>Paste**.

Freeway will remember the position of items cut from the original and will place them in exactly the same position on the Master page, so no repositioning is necessary.

The above procedure has placed the common items on the Master page of our new site. Now we need to copy the page-specific items to our new site page.

- Choose **Window>Tutorial1** again to go back to the original page made in the first tutorial.
- Choose **Edit>Select All** to select all the remaining items on the page, then **Edit>Cut**. Close the file by choosing **File>Close** without saving the changes.
- In the new Tutorial2 document, click on the "Untitled" site page in the site panel and choose **Edit>Paste**.

Naming pages and files in the Site panel

Freeway, by default, names pages "Untitled1", "Untitled2" and so on. Let's rename the site page so it can be easily identified in the Site panel.

- Option-click on the "Untitled" page in the Site panel list. This will highlight the name and make it editable.
- Type "Welcome" as the title, then type a Return.

You can also change the names of Master pages in the Site panel and items in the Page panel by this method.

Working on a Master page

You'll notice that when you are viewing a Master page, the page rulers are displayed in a pastel yellow color. This is a visual cue that you're working on a Master page.

To navigate between a normal site page and the Master it was created from, you need only to click on the Master and Page buttons located at the top left of the layout/document area. When viewing a Master page, clicking on the Page button will take you to the page created from that Master which was last worked on.

Earlier in this tutorial we discussed how the connection to an item on a Master page is broken if the item is moved on the site page. To prevent this happening, it is good practice to lock an item on a Master page.

- Click once on "Master1" in the Site panel.
- Select one of the items and choose **Item>Lock**, or Control-click on the item and choose **Lock** from the contextual menu.
- Repeat this for all the items in turn.

A locked item's selection handles display in red.
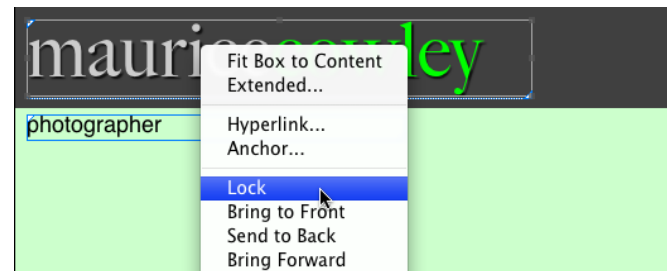
Freeway lets you create multiple Master pages to ensure consistency across your site—for instance when you want sections of your site which are visually very different or when you need a multiple-language site.

Adding pages to a site

Now that we have created a Master page containing the items common to all the pages of our site, we can add some more content pages. We'll add two pages—a gallery page, containing examples of Maurice's work, and a contact page so visitors can get in touch with him.

- Choose **Page**>**New Pages** from the menu bar.
- The **New Pages** dialog box will appear. Give the page the title of "Gallery", leave the Pages field as the default of "1", and click **OK**.
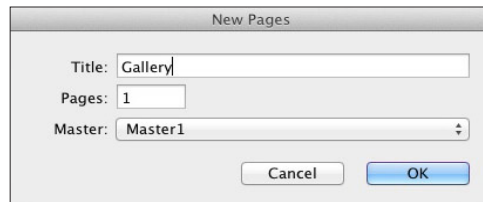
- Create another new page, give it the title of "Contact page" and click **OK**.

The Site panel area below the Site Folder now contains three pages—our original "Welcome" page, along with the new "Gallery" and "Contact" pages. You can click

on all three pages in turn to see that the items on the Master page display on all three site pages.

Title and file names for pages

Freeway uses two distinct parts to naming pages—which you can see in the **General** tab of the Inspector. First, is the **Title**, which is the name that appears in your Site panel list and in the upper title bar of the browser window when the page is viewed in a browser. Second, is the **File**, which is the file name of the .html file given to the page when it's published by Freeway.

Freeway automatically handles the second, basing the File name on the Title you enter—though you can override this if you want.

There is one exception to the rules on naming pages, and that is the File name of the first page of your site. This page usually needs a file name of **index.html**, so visitors to your web site only have to enter the web address in their browsers, without needing to add a

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! Tip

A shortcut for adding new pages

You can also add new pages, one at a time, to your site by clicking and dragging a Master page into the site pages area of the Site panel.
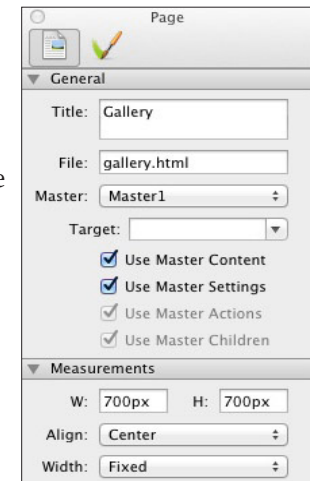
Naming your web site's "Home" page ⚡ Tip

Although the name "index.html" is by far the most common name for the base level page of your site, it can depend on your web hosting service.

   The documentation you received from your web host may specify a particular name for the "home" page. If it doesn't, use "index.html"

   However, if you find that "index.html" doesn't work after you've uploaded your site, you should contact your web host to ask them what name you should use.

specific file name as well. Freeway automatically enters index.html as the File name for the first page in the Site folder for you.

   Select the first site page in the Site panel, which is our Welcome page, and check that "index.html" appears in the **File** field in the **General** tab of the Inspector.

Adding content to the new pages

For our Contact page, we want a text block in exactly the same place as the Welcome page. This is very simple as Freeway remembers the position of copied items, so they will appear in the same position when they're pasted.

- Select the Welcome page in the Site panel, select the HTML item containing the "Welcome to my web site" text and choose **Edit>Copy**.
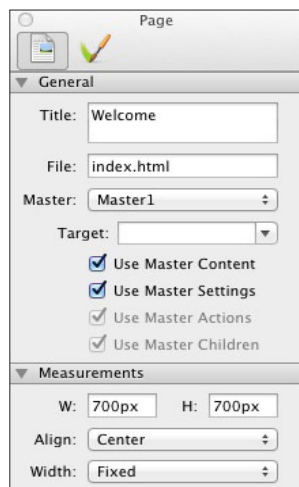
- Click on the Contact page in the Site panel and choose **Edit>Paste**.
- Click on the newly pasted item to get a text cursor, choose **Edit>Select All** and use the Backspace/Delete key to delete all the text in the item.
- With the text cursor still inside the item, choose **File> Import Text...**, navigate to the "Tutorial2and3_media" folder, select the file called "contact.txt" and click **Open**.
- Select all the imported text, then check the font is still set to Georgia and the size to 14px in the **General** tab of the Inspector. Select the top line of the text then, in the Inspector, click on the **Bold** button and make the size 18px.

Let's add some visual interest to the page.

- Draw a small graphic item to the left of the HTML text item. Go to the **General** tab of the Inspector and give it an **X** value of 10px, a **Y** value of 165px, a **W** value of 288px and an **H** value of 490px. Now we need to import a photo into the item, but to do this we'll need to either type a Return to accept the last value or click once on the item so the Inspector lets us access the drop-down menus in the menu bar—see "Tip" box below.
- With the graphic item selected, choose **File>Import**, navigate to the "Tutorial2and3_media" folder, select

Exiting the Inspector to access menus ⚡ Tip

You may notice that occasionally all of the menu items in the menu bar are disabled after you've been making changes in the Inspector. This is almost always because the text cursor is still active in a field in the Inspector.

   To return the menus to normal, either type a Return or click in the main Freeway window.

the file "backlit shells.jpg" and click **Open**. Control-click on the photo and choose **Graphic**>**Scale and Trim**.

Now let's add some content to the Gallery page. Note that we're only adding the items at this stage—in the next tutorial we'll add the items' functionality.

- Click on the Gallery page in the Site panel, select the Graphic tool and draw a graphic item on the page.
- Type "GALLERY" inside the item. Select all the text, go to the **General** tab of the Inspector to change the font to Helvetica Regular and make the size 24px. Click on the **Center Align** button to center the text.
- With the text still selected, enter 40% as a value in the **Space** field and type a Return or Tab. If the text disappears, make the item larger until it reappears.

- Command-click the item to select it then give it values of **X** 0px, **Y** 195px, **W** 700px and **H** 32px in the Inspector.

The value of 40% entered in the Space field (which is only available for graphic text) letterspaces the word.
   The gallery page will eventually offer a feature where the visitor can select a thumbnail to view a larger version of the same photo, so let's create the layout ready for this functionality to be applied in the next tutorial.

- Draw a small graphic item on the page and make it 60px square. Apply a border in the **Appearance** tab of the Inspector—select white for the color, give it a size of 5px and change the border position to **Inside**.
- Position the item using values of **X** 10px and **Y** 247px.

We're going to use this item to create a row of thumbnails across the page, which is a very simple task in Freeway.

- To gain access to the drop-down menus, remember to type a Return after the last value entered into the Inspector or click once on the item. Choose **Item**>**Duplicate…** or Control-click on the box and choose **Duplicate…** from the contextual menu. Enter 8 for the number of copies, then 77px for the horizontal offset (set the vertical offset as 0px) and click **OK**.

Drawing squares and circles in Freeway **! Tip**

You can draw a perfect square with the HTML or Graphic tool, or a perfect circle with the Oval tool, by holding down the Shift key as you draw. This will constrain the item you draw to an equal height and width.

On the page we should now have a row of identical items—so let's import a different image for each item.

- Select each item in the row in turn, then import the photo corresponding to the list below (from left to right). Control-click and choose **Graphic>Scale and Trim** from the contextual menu for each photo:
  1. "beach huts.jpg"
  2. "weathered sea wall.jpg"
  3. "birds at low tide.jpg"
  4. "footprints in wet sand.jpg"
  5. "groynes in winter.jpg"
  6. "low tide runnels in the sunlight.jpg"
  7. "marsh.jpg"
  8. "misty riverside.jpg"
  9. "wheeling gulls.jpg"

To complete the Gallery page for this tutorial, we need to create an item in which we'll eventually display a large version of each photo we used for the thumbnails. For now, we'll create and position just a single item.

- Click on the Graphic tool, draw an item below the thumbnails then position and size the item using the values **X** 145px, **Y** 345px, **W** 399px, **H** 266px.
- We need to access the drop-down menus again, so type a Return after the last value entered or click once on the item. Choose **File>Import…**, select "beach huts.jpg"

from the "Tutorial2and3_media" folder and click **Open**. Control-click on the item and choose **Graphic>Scale and Trim**.

- In the **Appearance** tab of the Inspector apply a **Border with shadow** as we did for the photos on the Welcome page. We need a 9px white border set to **Outside** and a shadow with 50% opacity and an offset of 8px.

Applying hyperlinks

The World Wide Web works like a "web" because pages have hyperlinks between them, allowing visitors to click to navigate within a web site, or to other sites on the web.

Resampling all the images in your site **! Tip**

In the first tutorial we gave you a tip for resampling individual graphics to help keep the size of your Freeway file to a minimum. If you want to resample all the images in your site in a single operation, you can choose **Edit>Resources** and click on the **Resample All** button.

Hyperlinks are one of the key features of the web. When used well, they guide the user along a logical and intuitive route through your web site, as well as linking to resources on other sites. Hyperlinks can also be used to launch an email program to display a new mail window containing an email address you specify and also, optionally, a subject.

For this tutorial we'll cover basic text hyperlinks. Other ways to create hyperlinks will be covered in the next tutorial, when we create a dynamic navigation bar.

Let's apply some hyperlinks to some of the words in the text of Maurice's Welcome page.

- Click once on the Welcome page in the Site panel.
- Click inside the Welcome text item and double-click on the word "Gallery" in the second paragraph. With the word highlighted, choose **Edit>Hyperlink…**.
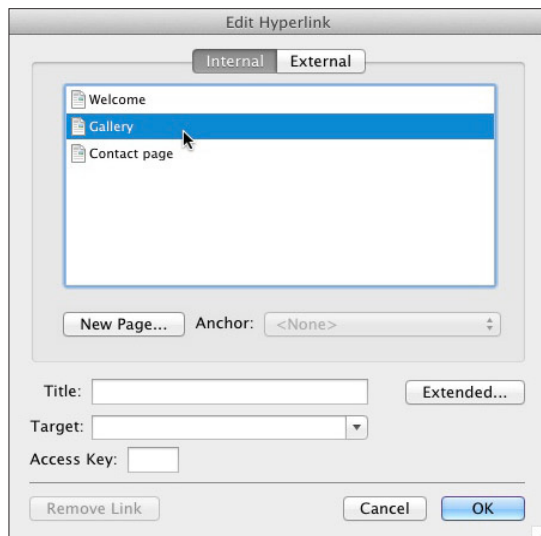
Internal hyperlinks and Freeway

Because Freeway manages all your site pages and files for you, it will automatically update your links if, later on, you decide to change the names of your internal pages.

Please note, however, that this doesn't apply to any external links you use.

- At the top of the Edit Hyperlink dialog box, the **Internal** tab should be selected. If not, click on it. Select "Gallery" in the internal page list, then click **OK**.

You'll notice that the word "Gallery" is now underlined and has changed to blue. This is the default style of hyperlinks in most web browsers.

Let's also create a hyperlink to the Contact page.

- Double-click on "Contacts" in the third paragraph. With the word selected, Control-click on it to reveal the contextual menu and choose **Hyperlink…**.
- In the Edit Hyperlink dialog, click on "Contact page" in the internal page list and click **OK**.

Now we can create hyperlinks on the Contact page. These, however, are different types of hyperlinks to those created on the Welcome page. The first is an email link, the other is a link to an external web site.

- Click on the Contact page in the Site panel.

- Select "Email me here" in the text item and make it a hyperlink using either of the methods described earlier. In the Hyperlink dialog box, click on the **External** tab and choose **mailto:** from the **Protocol** pop-up menu.
- Freeway will add "mailto:" in the main text field of the dialog box, so all you need to do is add Maurice's email address after "mailto:", without typing a space. Type "mauricecowley@softpress.com", then click **OK**.
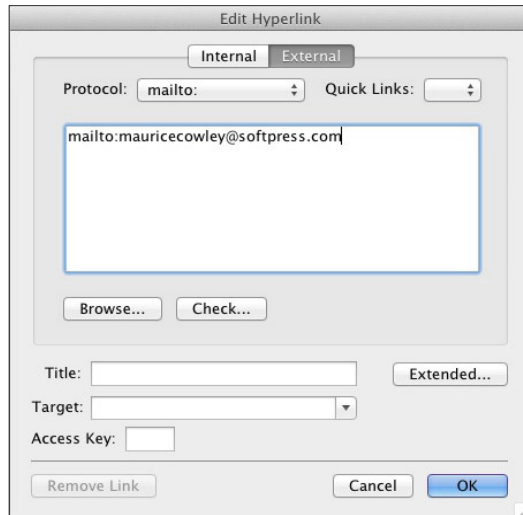
Adding a subject line to an email address ! Tip

You can automatically add words to the "Subject" field in a visitor's email program when they click on an email link.

To do this, type "?subject=yoursubject" (without the quotes) immediately after the email address you've entered in the dialog window. Substitute "yoursubject" for whatever you want the subject field to be in the email.

Now let's create an external link to another web site.

- Select the word "Softpress" in the last paragraph and choose **Edit>Hyperlink**.
- In the dialog box, click on **External** and, this time, choose **http:** from the **Protocol** menu.
- Freeway automatically adds "http://" in the main text field of the dialog box, so click after the text and type "www.softpress.com".
- Because we want this page to open in a new browser window, click on the **Target** menu and choose "New Window/Tab _blank" and click **OK**.
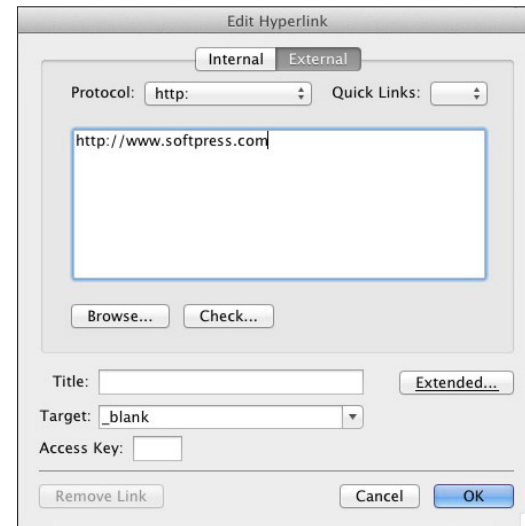
We now have some text links established, but you may have noticed that so far we don't have a way to navigate from one page to another and back again. In the next tutorial we'll create a navigation bar using a Freeway Action which makes the process of making a dynamic navigation bar really quick and simple, but

for now we'll build a text navigation bar so we can test the links in our site when it is previewed in a browser.

As this will be a common item to all pages, we'll create this on our Master page and we'll set up the hyperlinks using a new method.

• Click on the "Master1" Master page in the Site panel and draw an HTML item in a blank part of the page. Click on it again so we can add text.
• Type "Welcome | Gallery | Contact page" (you can access the "|" character by typing Shift-\). Select all the text, make it 14px Georgia using the **General** tab of the Inspector and click on the **Center Align** button in the **Paragraph** panel.
• Select the word "Welcome", then click on the "Hyperlink box" popup which is found at the bottom left of the page area. This will display a list of all the internal pages within your site – so choose the Welcome page at the top of the list to apply the hyperlink. Do the same for the "Gallery" and "Contact page" text to link them to their relevant pages.

• Command-click on the item to select it then position and size it using the following values: **X** 349px, **Y** 677px, **W** 350px and **H** 22px.

If you choose any page in the Site panel, you can see that we now have this text navigation menu on every page and the links are underlined and shown in blue.

• Save your file by choosing **File>Save**.

Previewing the site in a browser

The last time the site was tested, we previewed a single page by using the Preview button below the tool bar. However, to test hyperlinks the site will need to previewed using one of the real browsers you have on your computer.
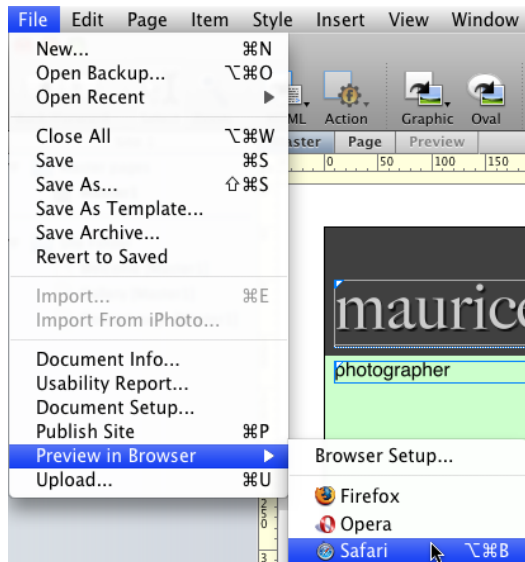
- Choose **File>Preview in Browser** and select one of the browsers in the list.

The first time Freeway is launched after installation, it scans your computer's hard disk for browser applications and you will see them listed in the menu viewed by choosing **File>Preview in Browser**.

If you later install a new browser which isn't then listed, go to the Preview in Browser menu and select **Browser Setup...** where you can click on **New...** to add the browser to the list.

You can also delete browsers you don't want to use and choose a default browser which can be accessed using a keyboard shortcut.

Previewing in a browser will publish pages in your site to generate their HTML code and, unlike Preview, it will publish all the pages of your site. If there have been a lot of changes since the last time you published the file, this may take a few seconds to complete.

Once the browser displays your site, you can test the hyperlinks by clicking on them to navigate around the different pages.

You can test the email link by clicking it on the Contact page, which will launch the default email application used by your computer. Once loaded, you will see a new email message with Maurice's email address already entered as the recipient.

Next, test the external link by clicking on the Softpress hyperlink on the same page. Because the "target" was set to "_blank" in the hyperlink dialog box, this will open in a new browser window or a new browser tab depending on how you browser is set up.

You may have noticed that before we previewed the site in a browser, all the pages in the Site panel showed a black dot to the left of the page name. This indicates that the pages are "dirty"—which means that changes have been made since the site was last published. Only pages which have had changes made to them will have the dot displayed next to them—however, if a Master page is edited, all the pages created from that Master will be marked as dirty and in need of publishing.
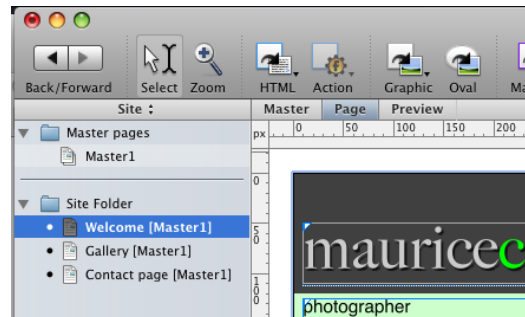
This completes the second tutorial. For the next tutorial, we'll use this Freeway file again, and add dynamic effects to the site using Freeway Actions.

Tutorial 3

One of the great things about web sites is that, unlike a book, the pages can be dynamic and interactive. In this tutorial we'll add functionality and dynamic visual effects to enhance Maurice's site.

Creating these effects can be quite time-consuming—but with Freeway, they can be quickly and simply added to your site by using Freeway Actions.

Actions are to Freeway what plug-ins are to other programs. A core set of Actions ships with Freeway as standard, but many more are available to download for free from ActionsForge (http://actionsforge.com/). Some, usually very complex or specialized Actions, are available to buy from the authors who wrote them.

Although Freeway Actions are written using JavaScript, they usually require no coding knowledge and are applied using user-friendly interfaces displayed in the Actions palette.

In this tutorial we'll use two different types of Actions—Item Actions and Standalone Actions. There are also Page and Folder Actions, which you can read more about in the Freeway Actions guide.

Graphic hyperlinks

In the last tutorial, we created some text hyperlinks. However, graphic hyperlinks—which are simply hyperlinks applied to graphic items—can't be visually identified in the same way as the blue underlined text links. For hyperlinked graphic items, Freeway displays a blue globe in the top left corner of the item to give a visual cue that a link has been established on the item.

Graphic hyperlinks are created in the same way as text hyperlinks, let's set up a link on the namestyle.

- Click on the "Master1" Master page in the Site panel and select the graphic containing the "mauricecowley" text. The item is locked, so it can't be moved, but it can still be selected.
- With the item selected, click on the hyperlink box popup below the bottom left of the page area, which currently displays the words "No Link".
- This reveals a menu of all the internal pages of our site along with a submenu for external links. Choose the Welcome page.
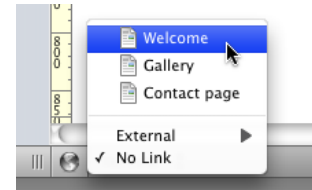
Now that we've made the item a hyperlink, you'll see that a blue globe symbol has appeared in the top left-hand corner of the item. This tells us that the graphic has a hyperlink applied.

Creating a navigation menu using the CSS Menus Action

One of the essential features of modern websites is an attractive navigation menu to give visitors a visual cue that the links to the pages are active when they interact with the menu by moving their mouse over the link. This can be done by making it swap its color or some other change—and Freeway offers a built-in Action to make the creation and editing of such a menu really quick and simple to do.

The CSS Menus Action is very full-featured and it can make drop-down-and-fly-out menus with submenus (and various levels of sub-submenus) so the visitor can move their mouse over the main menu to see sub-menus below (on horizontal navigation menus) or to the side (on vertical menus). It is also possible to embed graphics inside the "cells" of the navigation menu so they can be made to appear or change on mouseover. Full details of all the features of the CSS Menus Action are available in the Freeway Actions Guide, but for this tutorial we will use just main menus which change color on mouseover and display a "Current Page" state.

For the CSS Menu Action to be applied, you need to have an HTML item selected which contains only "list" text. As with all things in Freeway, unless you have an item selected which can have the Action applied to it, you won't see the Action in the list of Actions.

• Click on the "Master1" Master page in the Site panel and draw an HTML item in a blank part of the page. Click on it again so we can add text.
• Inside the item, enter "Welcome", type a Return, enter "Gallery", type another Return, then enter "Contact page".
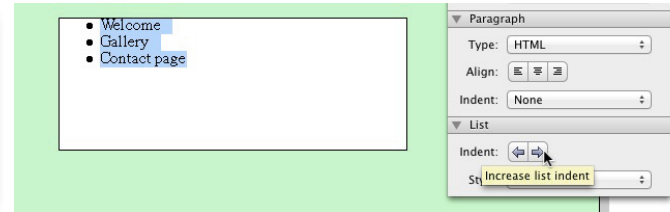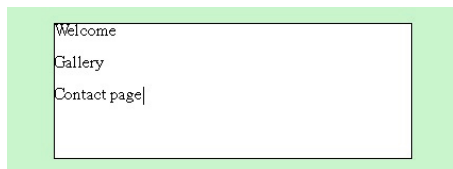
• Select all the text in the item by going to **Edit>Select All**.
• The text now needs to be made into list text so, with the text still selected, click once on the **Right Arrow** in the **List** panel of the Inspector.

List text is just text which is formatted to show bullets or numbers at the start of each new line. You don't need to change the List Style popup—just leave it in its default setting.

Now that the text is formatted as a list we can now apply links to the text in the item then apply the CSS Menus Action to the item itself.

• Select the word "Welcome" and apply a hyperlink to the Welcome page. Repeat this for the other lines of text so they link to the Gallery and Contact page.

We now need to choose the text styling we want to use on the text. With CSS Menus it is very important that only the Font, Size and Align is used—this is because the Action controls all the color attributes.

• Select all the text inside the item, click on the Center Align button then use Helvetica for the Font and 14pt for the Size.

Now the text has been entered and styled, we can now apply the Action to the item.

• Command-click on the item (to select the item rather than the text inside it) and go to **Item>Actions** and choose **CSS Menus**.

With the Action applied, the item now displays in dark grey with a message stating: "PUBLISH to see something". The reason this appears is because (as we have discussed earlier) there is no HTML in the Freeway workflow until the file has been published. Once the file is published, Freeway can then build a live preview by reading the code in the Site Folder—however, we also discussed earlier that Master pages do no publish, so it's not possible for Freeway to show a preview of the menu. Because of this, it's best to move the CSS Menu item to a normal site page, and then it can be pasted onto the Master page once we're happy with how it looks and works.

Normally, one of the first things you will create on your page after the header bar and other common items is the navigation bars, but as the tutorial pages are quite full, we will create a new page so the CSS Menu item can be built on a site page, which will give us the benefit of seeing a preview as we work.

- Select the CSS Menu item and go to **Edit>Cut**.
- Go the Site Panel and drag the Master1 Master page to a position below the Contact Us page and let go of the mouse button. In the **New Page** dialog, give it the name of "testpage" and click **OK**.
- Paste the CSS Menu item onto the "testpage" page by going to **Edit>Paste**.
- With the item selected, position and size it using the following values: **X** 348px, **Y** 149px, **W** 350px and **H** 24px.
- Now preview the file in a browser.

Once the file is previewed in a browser, you will see that when you return to your Freeway file, the CSS Menu is now displaying a live preview. At the moment it looks quite strange—so let's apply some settings to the menu in the Actions palette.

If the Actions palette is not open, go to Window>Actions to display it and then make sure the CSS Menu item is selected on the page.

- Check the **Highlight Current Page** option (this means that the CSS Menu can display a specific link state for the Link text and Background color when you are on that page).
- Click the disclosure triangle to the left of **Size and Shape** to open the Size and Shape panel.
- Make sure the **Layout** popup is set to "Horizontal".
- Make sure the **Alignment** popup is set to "Left" (this aligns the CSS Menu within the item).
- Switch on the **Use Content Width** option (this gives even spacing between each main menu text, regardless of how wide the text is, rather than using "cells" of the same width).
- Change the Right and Left **Padding** values to 26px (to give more spacing between each main menu item).
- Open the **Links** panel and choose the color of the text used for linked text for each state. I have used black for Link, Hover and Click, then white text for the current page state (rather than to add new colors). You can use whatever colors you want.
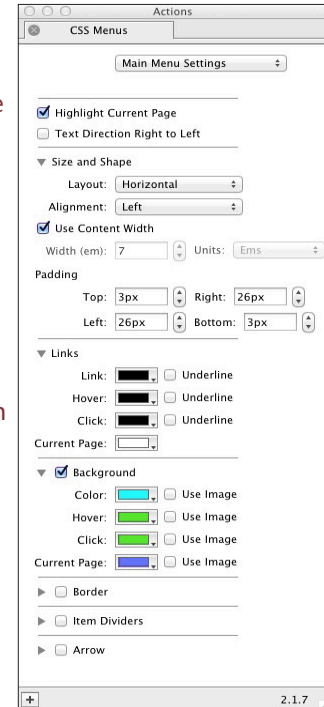
- Open the **Background** panel and then switch on the Background option. Choose the color you want to use in the background for each hyperlink state. I've used cyan for Color, green for Hover and Click, and blue for the Current Page state (rather than to add new colors). You can use whatever colors you want
- Switch off the options for **Border**, **Item Dividers** and **Arrow**. These are additional features which we are not using here.
- Now preview in a browser to see how the color backgrounds change on mouseover.

Although the CSS Menu item used here is very simple and bright in color, it is possible to make very attractive and functional multi-level menus using the Action.

We now need to cut the CSS Menu from the "testpage" page and paste it onto the Master1 page, then we can remove the test page.

- Select the CSS Menu item and go to **Edit>Cut**.
- Select the Master1 Master page in the Site Panel and paste the item on there by going to **Edit>Paste**.
- Control-click (or right-click) on the "testpage" page in the Site Panel list and choose **Delete** in the contextual menu to remove the page from the Freeway file.
- Click on the Welcome page and then preview in a browser to see the CSS Menu working (you will now see the Current Page state working) and test the links by visiting the different pages of the site.
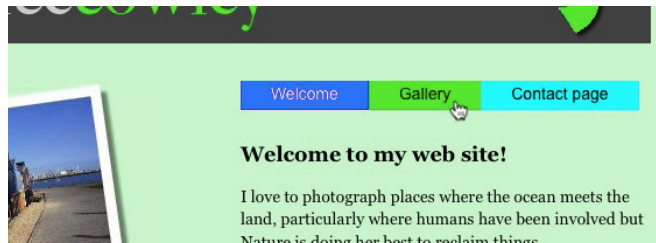
Creating a simple photo gallery

Maurice wants visitors to see large versions of his photos, but he wants them to appear on a single page rather than a page for each photo. Although this can be done with Freeway's Showcase application and Action, for this tutorial we'll do it by making each thumbnail on the Gallery page a "rollover" to trigger the display of a larger "target" photo below.

Although many people think of a rollover as being just a graphic which swaps an image on mouseover, a rollover can also be something which triggers an "event" on mouseover or click. For this tutorial we are going to set up the row of thumbnail images so they display a soft shadow on mouseover while it triggers the display of the large version of that image below.

- Click once on the Gallery page in the Site panel.
- Click and drag a selection marquee around all of the thumbnails, choose **Item>Duplicate** and enter 1 for **Number of Copies** and 0px for both offsets. Click **OK**.
- Click on a blank area of the page to deselect all the items, then reselect the first thumbnail.
- The thumbnails already have borders applied, so click on each thumbnail one at a time and click on the **Border with Shadow** button in the **Appearance** tab of the Inspector. Use the values of 50% **Opacity** and an **Offset** of 6px in the **Outer Shadow** panel.
- Do this for each of the thumbnails in turn.
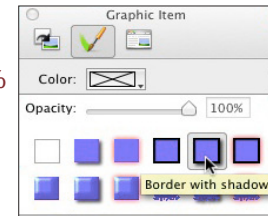
Pro Freeway Pro users need to use the separate Border and Shadow panels (using the same values as above) as they did when setting up the scattered photos on the Home page.

To make rollovers in Freeway we need to place two or three graphic items on top of each other and then choose which graphic we want to appear in each of the **Normal**, **MouseOver** and **Click** states. For rollovers to work, however, it is important to note that the graphic items need to "combine" with each other.

If you select one of the thumbnail images on your page and look in the General Settings tab of the Inspector, you will see that the "Combine Graphics" option is checked (which is the default behavior). When the Combine Graphics option is checked, all graphic items place on top of each other (or overlap) will be treated by Freeway as a single graphic—and this means that the graphic displayed for each state of the rollover (or stack of target images, see later) can be controlled in Freeway's Actions palette.
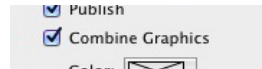
Let's set up the first thumbnail as a rollover.

- Select the left hand thumbnail image (beach huts), go **Item>Actions** and choose **Rollover**.
- Make sure the Actions palette is open, if it isn't, go to Window>Actions to open it.
- With the thumbnail selected, you will see the Actions palette displaying two item in the Normal column—"beachhuts" and "beachhuts2".
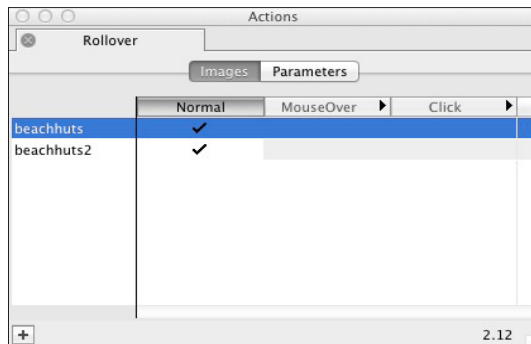
By default, Freeway will always list all combining items placed on top of each other on the page in the Normal column.

- Click on the checkmark for "beachhuts2" in the Normal column (to remove it) and then click once in the same row under the MouseOver column so one checkmark appears in the first two columns.

You can test how things will work when viewed in a browser by clicking on the "Normal" and "MouseOver" header bars to see which graphic displays in each state.

- Repeat this same procedure for each other thumbnail.

There are two parts to the Rollover Action palette (see screenshot below left)—the **Images** tab and the **Parameters** tab. As we have seen, the Images tab controls which graphic is shown in each of the rollover

A tip to identify the elements of a rollover ! Tip

If you find it difficult to identify your items in the rollover dialog, consider giving them logical names.

This can be done by clicking on the "Site" header bar at the top of the Site panel to change it to "Page" view. You can then select an item and rename it, perhaps with a logical naming convention such as "beachhuts_normal", "beachhuts_mouseover", etc. To change an item's name in the list, you'll need to Option-click on the name and enter the new name.

states (though note that we didn't use the Click state for this tutorial). The Parameters tab is where we set the "triggers" for the Rollover, and we will revisit this later, once we have created a stack of target images we want each rollover to display on mouseover.

Let's build the stack of large images. We already have the large version of the "beach huts" photo, which corresponds to the first thumbnail, so let's duplicate that large item and then import a large version of the photo used in each of the other thumbnails. Because we need to import a different image into each new large item, we'll need to do this one at a time.

- Select the large image of the beach huts and choose **Item**>**Duplicate**, ensure the values are still set to 1 copy and 0px for both offsets. Click **OK**.
- Choose **File>Import**, navigate to the folder "Tutorial2and3_media" and select the image used for our second thumbnail (called "weathered sea wall.jpg") and click **Open**. Control-click on the item and choose **Graphic>Scale and Trim**.
- Repeat the process of duplicating the topmost graphic item and importing a new graphic for each of the remaining images in order so they correspond exactly with the thumbnail images. We currently have two target images imported, the others are:
  3. "birds at low tide.jpg"
  4. "footprints in wet sand.jpg"
  5. "groynes in winter.jpg"
  6. "low tide runnels in the sunlight.jpg"
  7. "marsh.jpg"
  8. "misty riverside.jpg"
  9. "wheeling gulls.jpg"

With all large graphic items created, we can apply the Target Image Action. This will control which large image is displayed when a particular thumbnail is clicked on.

- Select an item in the stack of large graphic items and choose **Item>Actions>Target Image**.
- If you don't have the Actions palette open, choose **Window>Actions** to open it.

You will notice that the Target Image Action dialog is quite similar to the rollover dialog, in that each photo item appears in a list on the left (but there are far more columns). There are also check marks, which are currently all set in the Normal column.

Also, like the rollover dialog, there are two tab buttons, the first is called **Images** (which displays by default) and the other is called **Parameters**.

- To set up the following functionality you will need to make the Actions palette very wide.
- Uncheck all the check marks in the Normal column and check them one at a time, in order, so a single check mark appears in each column (see screenshot on the following page).
- Give "beachhuts" a check mark in the Image 1 column, "weatheredseawall" a check mark in the Image 2 column, and so on until you give a check mark for "wheelinggulls" in the Image 9 column.
- To finish off, also check the Normal column for the "wheelinggulls" item, as this is the image we want the visitor to see when they first open the page.
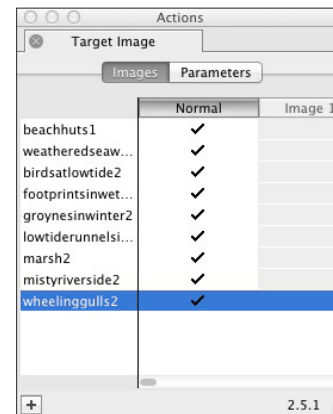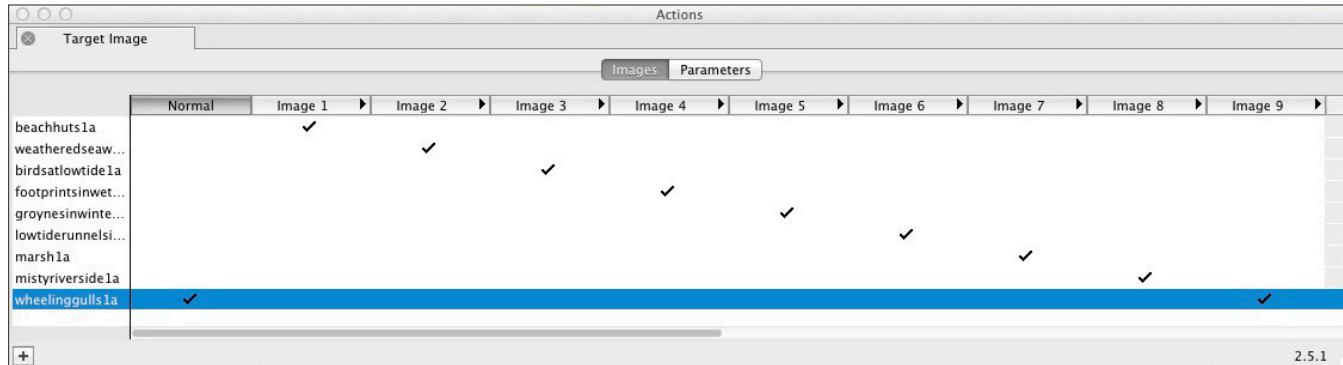
The image number columns are very important, as we need to choose the matching number for that target item in the Rollover Action dialog so it triggers the correct target. Because we did everything in order this isn't an issue for now, but sometimes the numbers are worth noting down to make identification easier.

- Click on the **Parameters** button.
- Set the **Restore** pop-up menu to "No".

This window may look a little daunting, but it really is quite simple. You can read more on what the options do in the Freeway Actions Guide.

Now we've assigned image numbers to our target images we can return to each thumbnail in turn to apply the rollover Parameter tab settings.
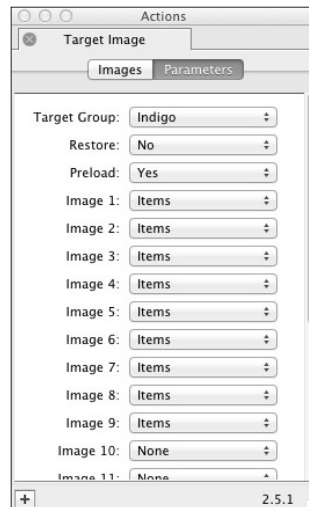
- Select the first thumbnail and click on the **Parameters** button.
- Make sure the **MouseOver** popup is set to "Items". The default is usually "None".
- Click on the **Restore** pop-up and choose "Sticky".
- Click on the **MouseOver #** popup and choose "1".
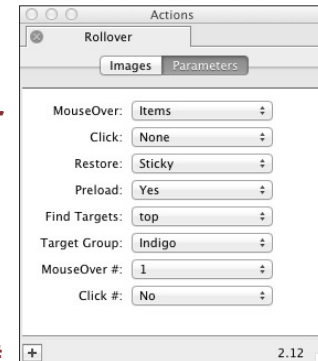
We chose "Sticky" in the Restore menu so that the shadow thumbnail image and triggered large image remain displayed (even when the visitor mouses off the thumbnail) until another rollover on the page is triggered.

- Repeat this process for the eight remaining thumbnails to make them rollovers. The only difference is to set the **Mouseover #** to the number of the appropriate large target image (i.e., thumbnail 2 needs **Mouseover #** set to "2", set thumbnail 3's **Mouseover #** to "3", etc., up to Image 9).

- Resample all graphics by choosing **Edit>Resources...** and click on **Resample All**. Click **Done**.
- Choose **File>Save** to save the file.
- Test the site in a browser by choosing a browser from **File>Preview in Browser** or click on the **Browser** button on Freeway's tool bar to preview the page in the default browser you have set up.

When you move the mouse over a thumbnail, a shadow will appear (which remains when the mouse is moved away) and it also triggers a change of the large version of that same image below. If the rollover and target image don't work as they should, check that the correct values have been used in the Action dialogs.

Other types of Action

So far we've introduced Item Actions, which are applied by selecting the item and choosing the Action from the **Item>Actions** menu. However, as stated before, there are other types of Action which are not item-specific.

Let's create a standalone (or "insert") Action which displays the current date on a web page.

- Click on the "Master1" Master page in the Site panel, go to **Insert>Action Item** and select **Current Date** from the list. This will place a small item on your page.
- In the top left-hand corner of the item is a box displaying the words "Current Date". In the top right-hand corner of the item is the Freeway Action cogwheel which signifies that this is an Action item.
- In the **General** tab of the Inspector, position and size the Action item using values **X** 10, **Y** 682, **W** 327 and **H** 12.
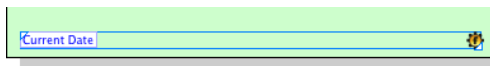
You'll notice that there is no content displayed in the item—this is because standalone Actions just generate task-specific code in your page when it's published. This means that instead of you needing to add complex HTML code yourself, Freeway does it for you. The Current Date Action contains all the code necessary to display today's date on your page, so all you need to do is position it where you want.

To see the Action working, you'll need to preview the site in a browser.

- Open the Actions palette so we can see the Current Date dialog.
- You'll notice that the only option available is whether or not you want to display the day of the week. Choose "Yes" from the pop-up menu.

Due to the simplicity of using standalone Actions, the text inside the item will use Freeway's default font, size, color, etc. If you want to use custom styling for the standalone Action text, see the "Tip" panel below.

> **Styling Standalone Action items**   **! Tip**
>
> If you have Freeway Pro you can simply select a standalone Action item and apply a custom CSS style to it from the Styles tab of the Inspector. However, styling a standalone Action item in Express (such as using a custom font, size, color, etc.) can only be done using a different method.
>
> Express users need to insert the item "inflow" within an HTML item with a space each side. To do this, draw an HTML item on the page, click inside it (to see the flashing text cursor), type a space, go to **Insert>Action item**, choose the standalone Action you want to use and type another space. You can now select all (by going to **Edit>Select All**) so that both spaces and the Action item are selected, and then apply the styling you want to use in the **General Settings** tab of the Inspector.

Tuesday, February 26, 2008
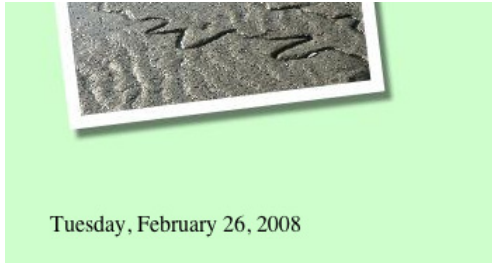
When previewed in a browser, the Current Date Action displays as shown below.

Other types of Action—which we are not going to cover in this tutorial—include Page Actions and Folder Actions. To apply a Page Action, you need to select a page in the Site panel then go to **Page>Page Actions** to see the list of available Actions. Folder Actions can be applied by selecting a folder in the Site panel, opening the Actions palette and clicking on the "+" button in the bottom left corner. This will bring up a list of Actions that can be applied to the folder.

An example Page Action is the Sequence Timer Action which, when used in conjunction with the Target Image Action, can produce a changing sequence of images for which you can choose the order and timing of the sequence.

Full details of the commonly used built-in Freeway Actions are covered later in the Freeway Actions Guide.

Third-party and additional Actions

It is often the case that there is a third-party Action which can be used to achieve specific functionality quickly and easily—check the Softpress KnowledgeBase online (at http://www.softpress.com/kb) to see if there is an article covering the subject.

Third-party Actions, plus some very specific Actions not bundled with Freeway, can be found on ActionsForge—see http://www.actionsforge.com.

This concludes the tutorials on how to build a site with Freeway—hopefully you've been able to follow all the instructions and you're now inspired to design a web site yourself.

The Tutorial section continues on the next page with how to upload a site which you have built yourself to the web so it can be seen by visitors using a web browser.

Uploading your site to the web

Once you've finished working on your site, the next step is to upload it to the World Wide Web so that people can visit it. In most cases, Freeway manages all the files you've used on your site (as well as the pages themselves), so it's a simple task to upload all required internal files using Freeway's built-in upload facility.

This section naturally presumes that you already have an internet connection and a web hosting account which offers enough web space for your site.

Different ways to upload a site

There are two basic ways to upload your files so they are available to view on the web:

- **FTP** (File Transfer Protocol), the most common method, which uploads files to you web host's server.
- **File Copy**, which is used if you run your own server on a network. Rather than uploading, this creates a copy of your site to a specified location.

Required information for FTP uploading

When you signed up with your web host, they should have sent you all the details of how to upload files to their server. Web hosts manage their servers in very different ways, so you will need to enter the information into the relevant fields exactly as instructed. Make sure you have this information to hand when you want to upload.

The following information should have been supplied by your web host:

- **Server**: The address to where you need to upload the files. This is an FTP server where you will probably place your files within a directory specific to the web domain you wish to use as a web address.
- **Directory**: The location on the server where your files need to be uploaded. This may be at the base level of the web domain's directory (so it can be left blank), a specified directory (for example "ht_docs", in which case you need to enter ht_docs in the Directory field, or it may be located one or more levels down (in which case you may be given a path name which consists of different directories separated by a forward slash symbol ("/") for each level. Your web host may refer to this as the "Path" in your supplied uploading details.

  If you receive "Error 550" messages when you try to upload your files to your server, it is likely that you are trying to upload the files into the base level of your server rather than the specific directory your host has told you to use.
- **User name**: This is the User name given to you by the web host (not your computer's user name). This is usually case-sensitive, so take care to enter the information exactly as it's supplied with capital and lower case characters as appropriate. Your web host may refer to this as "User ID" or "Login Name".
- **Password**: As with your User name this is specific to your hosting account and will normally be case-sensitive.

There are some other options available in the Upload dialog box which we'll cover later.

Using Document Setup for upload info

If you prefer, you can set up all your upload information at any time by choosing **File>Document Setup**, then clicking on the **Upload** tab.

This opens the same **Upload** dialog as displayed when you choose **File>Upload**. When you click **OK**, the information will be stored ready for when you want to upload the files to the web.

Required information for uploading to a local server using File Copy

If you run a web server on your computer's local network, you may need to enter the User name and password as supplied by your network administrator. You may also have been given a specific location in which to place your site's files.
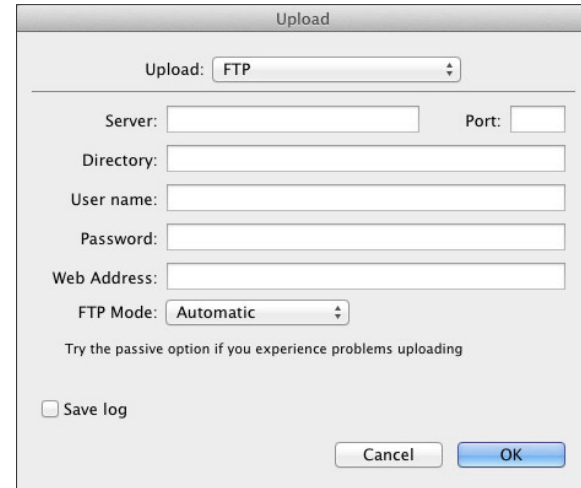
You can also use Apple's Personal Web Sharing to host your site. To do this, you'll need to switch on Personal Web Sharing in the Sharing section of your System Preferences so that web sites in the "Sites" folder of your User folder can be visited on the web.

Whichever way you'll be providing access to your site, you simply need to know the location of the folder that the web site should live in.

Uploading your files using FTP

As stated earlier, the most common way to upload files is to use FTP to send your files to your web host's server.

To do this, choose **File>Upload...** which will open the **Upload** dialog box. In here, you'll see the **Upload** pop-up menu which, by default, displays as "FTP". If FTP is not displayed, choose it from the pop-up menu.

Enter the details exactly as they were supplied by your web host (see "Required information for FTP uploading" earlier in this section for more details).

Below the Password field is the **Web address** field, which is occasionally required when you've used a particular Freeway Action, such as the Freeway Shop

A more secure way to upload your site

Uploading your site by completing the **Upload** dialog and clicking **OK** allows Freeway to remember your User name and Password so it won't be needed the next time you upload. However, this will mean that Freeway has stored that information (although it is encrypted) in your document.

A more secure method is to leave the Password field blank, which will result in a second dialog box displaying which requests your password when you click **OK**. This method ensures that only people who know the password can upload to your web hosting account.

Actions. The instructions for the Action will tell you if you need to enter a web address here.

Below the Web Address field field is a popup called **FTP Mode** which, by default, will be set to Automatic. As stated earlier, web hosts work in different ways, so Freeway offers this facility as some hosts allow passive or non-passive mode to be switched on for uploads. If you experience difficulties with uploading using Automatic, try clicking on this popup and choosing Passive or Non-Passive manually.

Next is the **Save log** check box. This can be switched on to generate an error log which can often give information about why an upload has failed. If you're experiencing upload problems, the Softpress Support department may ask you to switch this on so you can send an FTP log for further investigation. When checked, this saves a log file called "FTP log" in your User/Library/Logs folder.

When the fields have been completed, click **OK** to start the uploading process. Freeway will store the values you've used for subsequent uploads.

Uploading using File Copy

Choose **File>Upload…** to display the **Upload** dialog box, then choose **File Copy** from the **Upload** pop-up menu.

There are only two options available in the File Copy dialog box.

By default, the **Upload to** option will be set to the folder specified in the Sharing section of your System Preferences, but you can change this by clicking on the **Select** button, navigating to the location you want to use and clicking **OK**.

The **Web Address** field serves the same purpose as it does for FTP upload.
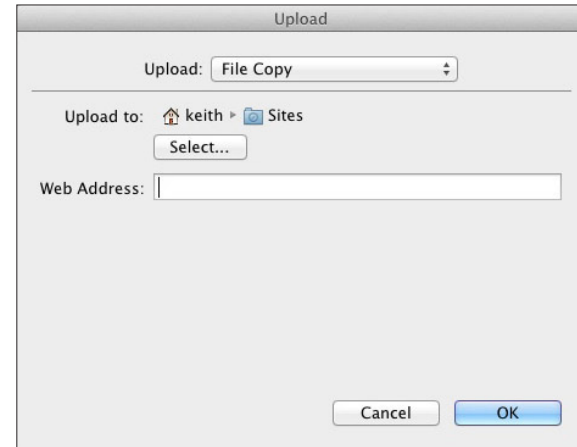
Click **OK** to start the uploading process.

How files are uploaded

When you click OK in the Upload dialog, Freeway will check all the files in your Site Folder to see if any changes have been made since the site was last published. This ensures that the very latest version of your site will be uploaded. If changes have been made, Freeway will go through a republishing process before the upload begins.

This process will also remove any files no longer used by your site, which ensures that no unnecessary files are uploaded to your web server. While the republishing is taking place, Freeway displays the **Progress** dialog with the words "Building site".
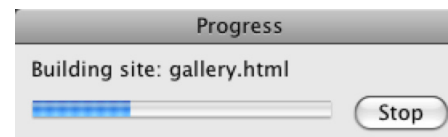
When the republishing is complete, the Progress dialog closes and the **Uploading** dialog appears. Within this dialog, Freeway displays the number of items remaining to be uploaded and each individual item is specified at the foot of the dialog box.
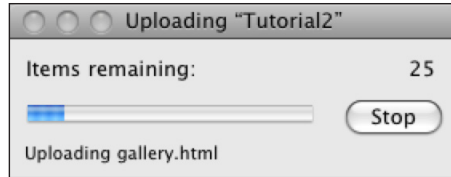
At any time you can stop the upload by clicking on the **Stop** button.

Troubleshooting upload problems

The upload function built into Freeway is very reliable and, although we receive some reported problems in Software Support, it is rarely a Freeway issue. If you have problems, work through the following in order:

1. Ensure you're using the correct upload details

The details you need to enter in the relevant fields of the Upload dialog should have been sent to you by your host (usually in an email).

• *Server*: The name of the server space where you need to upload the files. This is usually your domain name (such as www.mydomain.com), but you should check with the details sent to you by your host.

• *Directory*: The location on the server where your files need to be uploaded. This may be at the base level of the web domain's folder/directory (so it can be left blank), or it may be located one or more levels down (in which case you will have been given a "path"

name which consists of different folders separated by a forward slash symbol ("/") for each level. Your web host may refer to this as the "Path" in your supplied uploading details. It is quite common for servers to use a specific folder called something like "ht_docs", "html" or "www" (without the quotes)—and if so, you need to enter that name in the Directory field.

• *User name*: This is the User name given to you by the web host (not your computer's user name). This is usually case-sensitive, so take care to enter the information exactly as it's supplied with capital and lower case characters as appropriate. Your web host may refer to this as "User ID" or "Login Name".

• *Password*: As with your User name this is specific to your hosting account and will normally be case-sensitive.

If all the details appear to be correct, it might be that you entered them by copying and pasting from elsewhere (such as the email sent to you by your host) which might have also added some unnecessary characters, such as a space. Because Freeway will remember these details after the first time you upload, you only need to enter the details once—so perhaps it's best to enter the details manually by typing them in.

Entering incorrect details in the Upload dialog will prevent the upload process from starting.

2. Use the Passive FTP Mode (PASV) option

By default, Freeway's FTP dialog is set to "Automatic" for the FTP Mode popup. However, some web servers require that you use "passive mode" for uploading. If you find that the upload process started but then stalled, it might be that you need to use passive mode. Try uploading again, but this time click on the FTP Mode popup and choose "Passive".

Although it is far rarer than the need to choose Passive manually, it might be that your host requires you to choose Non-Passive in the FTP Mode popup—so try this if you continue to have issues after using Automatic and Passive.

3. Check to see if it's a Freeway issue

If you have followed the first two steps and the upload still doesn't work correctly, it's tempting to believe that it is a Freeway problem—but it seldom is. There are many reasons why the upload doesn't work—perhaps the server is undergoing routine maintenance or there is a problem which your host is not aware of.

Another possibility is that you are running a firewall between your computer and the connection to your router. Check to make sure that the firewall is not preventing external connections to the web.

You can check to see if it is a problem with your server and not Freeway by attempting to connect to your server using a standalone FTP application (such as Cyberduck, Transmit or Fetch. Launch the FTP application of your choice) using the same details as you used in Freeway's upload dialog.

If you can't connect with the FTP application, then it is almost certainly a server issue—in which case you need to contact your host to see if there is a problem at their end (it's also worth sending them the details you used to connect, so they can check that they are correct).

If you can connect successfully, try uploading your files with the FTP application. You can do this by opening your Freeway file's Site Folder (the folder specified in the dialog if you go to File>Document Setup in Freeway), then dragging and dropping the contents into the FTP application's upload window. Alternatively, you can use the File Copy method in

Freeway's Upload dialog to publish your site into a specified folder on your computer then dragging and dropping the contents of the specifies file copy folder into the upload window.

If the upload process stalls or you receive an error message, it might be because the server has "timed out". If you are uploading very large files (such as QuickTime or MP3 files), a server connection may drop, so you may want to consider making the files smaller by using audio/video compression. Those using a dial-up connection need to realistic about the size of the files for upload if the server repeatedly times out.

If the problem persists, contact your host to see if there is a reason for the server connection to drop.

! Tip

Uploading issues with sites using large video or audio files

Freeway does many different jobs very well—but it is not a specialist FTP application, and you may find that sometimes Freeway drops the connection if it mistakes the uploading of a single large file as a period of inactivity. This can result in Freeway terminating the connection to the server rather than leave your server open to spam or malware attack.

FTP applications do just one job—but they do that single job very well, and you may find that using a dedicated FTP app results in more reliable connections every time with no stalling or termination.

If this is the case, consider using the File Copy method to publish your files into a specified folder on your hard disk. You can then drag and drop the entire contents of that folder into the upload window of your FTP application.

Modern FTP apps offer a "synchronization" function, so although all the files will be uploaded for the first time, you can synch what's on the server with what's in the file copy folder so for subsequent uploads only files required since the last upload was performed.

It is possible that there's an issue with the connection itself—perhaps the Broadband connection is slow or unreliable. If this is the case, you need to report the problem to your telecoms provider.

In the rare event that you can complete an upload with an FTP application but can't by using Freeway's Upload function, contact our Support department at support@softpress.com and attach your FTP log (you can find in the User/Library/Logs folder after switching on the "Save log" option in Freeway's Upload dialog).

4. The upload was successful but the site can't be found on the web

If the upload process appears to have been successful but you can't find the site on the web, it's quite likely that you are uploading your files to the wrong location on the server. Check the details from your host again to see if they instruct you to use a specific folder (directory) on the server—if one is specified, enter the name of that folder in the Directory field of the Upload dialog.

You can use a dedicated FTP application to connect to the server to see if there is a particular folder in which you should be uploading your files to.

Another reason for your site not being accessible on the web is if your Home page doesn't have the file name of "index.html". Freeway by default should give your Home page (ie, the page which you see when you type in just your domain name in the URL address field of a browser) the file name of "index.html"—however, if you have been moving pages around in the Freeway file this might not be the case. Open up your Freeway file to see if your Home page has "index.html" in the File field in the Page Inspector—if it doesn't, change it to "index.html" (without the quotes) and then upload again.

Dedicated FTP applications

Freeway's FTP upload option has everything you need to upload your site to the Web server, and will automatically manage the files and delete files which are no longer needed. However, there are a few things that you might need to do which require a more comprehensive FTP tool.

Freeway will not delete any files that were previously on the FTP server—it will only overwrite them where necessary. This is because you might have some pages on the server which have been uploaded using another Freeway document or by someone else using a different web design application. When you upload a particular Freeway document, the only redundant files which will be deleted are those which formerly belonged to that document. You need to use a dedicated FTP application if you want delete specific files on the server or to remove an entire site.

When uploading your site, you may need to upload to a directory that doesn't currently exist on the server—in which case, you need to use Cyberduck, Transmit or Fetch to create that directory on the FTP site first. You might want to do this if you want to upload a test site that doesn't replace your own site or if you want to store Flash files or movie resources online.

The first step is to log on to the server using your chosen tool. In Cyberduck go to File>Open Connection, enter the details and click Connect; in Transmit select Connect to Server from the Go menu, enter then details then click Connect; in Fetch select New Connection from the File menu, enter the details and click on OK.

Deleting files

Once connected, you'll see a window showing the contents of the folder on the server. Here, you can delete files by clicking on them and following the deletion procedure for that particular application.

Creating a directory or folder

To create a new folder on your web server, you need to first navigate to the location where you want to create the new folder. In Cyberduck and Transmit, select New Folder from the File menu and enter the name for the new directory. In Fetch, select Create New Directory from the Directories menu.

External files

You might also need to use an FTP application to upload files which are not automatically uploaded by Freeway—for example referenced items required for a Flash slideshow, a Java applet, or a script you need to use on your site.

It is important to note that Freeway will not upload files that have not been imported into items on any of the pages of the site or chosen within an Action. This means that any required files which have been specified in custom markup code or referenced in Flash or Javascript files must be uploaded manually using an FTP application.

To do this, just log on to the server as described above then drag the item(s) from the Finder into the window for the appropriate directory to upload it.

Where to find FTP applications

There are many FTP applications available—you can find them on sites such as http://www.pure-mac.com or http://www.macupdate.com/find/mac/ftp

Some of these applications are freeware—such as Cyberduck, some are shareware—such as Captain FTP, while others are commercial applications, such as Fetch and Transmit. Below, we've added URLs to the more well-known and well-established ones, so you can check their use and license terms.

FTP applications.

Cyberduck *(freeware)*: http://cyberduck.ch/
Fetch *(commercial)*: http://fetchsoftworks.com/
Transmit *(commercial)*: http://www.panic.com/transmit/
Captain FTP *(shareware)*: http://captainftp.xdsnet.de/

Working with Freeway

Working with Freeway

This section is designed to give you an introduction to working with Freeway, brief instructions on how to perform common tasks, and also some tips about avoiding common pitfalls. As with much of the rest of this guide, it will be based around Freeway Express. There will also be Freeway Pro information present, and this will be marked as such where appropriate.

> We will not cover such matters as starting and serializing Freeway here. These are covered in the earlier section of this guide entitled "Installing and Serializing Freeway".
>
> Before reading this section, you should have at least a passing familiarity with the various parts of the Freeway interface—there will be an assumption throughout that you are familiar with such terms as Site panel and Inspector palette. Brief introductions to all of these and more are present in the Quick Tour section to be found earlier in this guide.

Creating a new document

Once Freeway has been started, the first step to making a web site is to create a document. Generally, each web site you make will be contained within a single Freeway document.

New documents can be created in two different ways:

• From a predefined template (including "Blank").
• From custom settings you specify when the document is created (Pro only).

By default, Freeway will open the New Document dialog when it is started. If this is the case, you can skip step 1 of the following instructions.

To create a document from a template

1. Choose **File>New…**. This will open the New Document dialog.

> **Pro**   *Pro-only New Document tabs*
>
> The New Document dialog contains two sections, **Templates** and **Custom**. Select the Templates tab before proceeding to the next step.

2. From the template group list on the left hand side of the dialog, select the category of template you wish to create a new document from.
3. In the area on the right, you will see all the templates contained within the template group. Click on the template you would like to create a new document from.
4. Click the **OK** button.
5. A dialog will appear. Enter the name of your new document in the **Save As** field, and then navigate to the location in which your new Freeway document should be created.
6. Click on the **Save** button.

Your new document will be created and it will display in the Freeway interface.

To create a document using custom settings (Pro only)

1. Choose **File>New…**. This will open the New Document dialog.
2. Select the **Custom** tab if it is not already selected.
3. Edit the settings in the various fields in the dialog, or accept the default values. **Site Folder**, **Resources** and **File Names** are all settings related to the output of your web site. **Default HTML** and **Default page**

size are default settings for all new pages you will create in your document. All of these settings can be changed later from the Document Setup dialog.

4. Click **OK**.

Your new document will display in the Freeway interface. Unlike creating a new document from a template, no file is saved to disk when creating a custom document in this way. That will not happen until you choose **File>Save** for the first time, **File>Close** or **File>Quit**.

The Freeway workflow, publishing, and previewing

The basic Freeway workflow is simple. Create pages. Add items to the pages. Insert content into the items. Publish. Upload. Of course, in reality, there are many more things that you'll do within this basic framework, but this short description covers the major areas of activity. These are the areas which will be covered in the upcoming sections.

It is important to note that Freeway doesn't generate any HTML code until you publish your web site, and indeed that this code and its associated resources (for instance published graphic files) are completely separate to the Freeway document itself.

To publish your web site, choose **File>Publish Site**. This will create all of the code required for all the pages in your site. Subsequent publishes will just update pages that have changed since the last publish.

You can also preview the current page you are working on within Freeway. This will automatically publish just the current page. To do this, click on the **Preview** button in the bar between the layout view and the tool bar. To preview your whole site in a browser, go to **File>Preview in Browser** and select one of the browsers listed there. This will publish your whole site if necessary.

To upload your web site

1. Choose **File>Upload…**.
2. Choose the upload type from the **Upload** pop-up (this will depend on the type of web hosting you have).
3. Fill in the server and/or authentication details for the upload type you chose.
4. Click **OK**.

For further information pertaining to uploading, see the uploading section, located at the end of the tutorial section—it contains much greater detail about the upload settings, and common problems people have with uploading.

Working with pages

Pages in Freeway are the area upon which you place all of the content for your web site. The first and most important thing to know about pages is that there are *two* types of pages:

- *Master pages*. These are pages upon which other pages in your Freeway document are based. These pages are never output.
- *Site pages*. These are the pages which are actually output by Freeway and represent web pages in your web site. All site pages are based upon a master page.

Master and site pages can be seen in the site panel. All master pages can be found in the Master pages folder, above the separating line in the site panel. All site pages can be found below the separating line. The name of a site page in the site panel is followed in square brackets by the name of the master page upon which it is based.

All items created on a master page are also created on site pages based on that master page. Changes to an item on a master page will be reflected in the equivalent items on the site pages. If you edit an item on a site page that is based on an item on a master page, it will no longer be updated when the item on the master page is changed. You can, however, reconnect it fully with the item on the master page by turning on both the **Use Master Settings** and **Use Master Content** checkboxes in the **Properties** section of the **General** tab in the Inspector palette for the item on the site page.

To create a new master page

1. Choose **Page>New Master…**.
2. Enter the name for your new master page in the **Title** field.
3. Click **OK**.

A new master page will be created using the default page settings for your document.

To create one or more new site pages

1. Choose **Page>New Pages…**.
2. Enter the name for your new page in the **Title** field.
3. Enter the number of pages you would like to create in the **Pages** field.
4. Select the master page these new pages are to be based on from the **Master** pop-up menu.
5. Click the **OK** button.

The new pages will be created using the settings of the master page you selected.

To delete a page

Click on it in the Site panel and press the Backspace/Delete key.

Working with items

When working in Freeway, a large proportion of your time will be spent creating and modifying items. These are the containers within which you will place much of your content, and so it is really important to understand the different types of items, when it's appropriate to use each type, and how the different types of item interact with each other on the page.

The principal types of item that can be created are:

• *HTML items*. These are mostly used to contain HTML text. This should normally comprise the bulk of the textual content of your web pages. Using HTML text is important for a number of reasons, particularly the ability for search engines to read it and use it as a way of including your site in their search results.
• *Graphic items*. These have two main purposes. Firstly, they're often used to contain graphics, for example photos. Secondly, they can contain text, although this is best restricted to small amounts of text for headings and the like.

Although the two types of item are very different, they are created in the same way.

To create an item

1. Select the button labeled **HTML** or **Graphic** in the tool bar.
2. Move your cursor over Freeway's layout view. You will see that the cursor is now a cross-hair.
3. Click and hold the mouse button at the position on the page you want to start drawing your HTML item.
4. Moving the cursor while continuing to hold down the mouse button will change the size of the item you are going to create. While doing this, Freeway

will show a live preview of the item as you draw it on the page.

5. Once the item is the size you want it to be, release the mouse button.

Freeway will create the item and select it for you. You can tell an item is selected because it has small grey handles at the corners and at the mid-point of each side. These are called the **selection handles**. To select an item that is not currently selected, you can click on it in the layout view. To select multiple items, hold down the shift key while clicking on the other items.

You may want to change the position of the item after creating it. To do so you can simply drag it around in the layout view, or for finer control you can move the item using the arrow keys. To resize the item, you can drag one of the selection handles. If you hold down the **Shift** key while doing this, the item will be constrained to a square or a circle, or if you hold down **Shift** and **Option**, the item will maintain its proportions as it's resized.

For more precise control over the position and size of an item, you can use the **Dimensions** section of the Inspector palette.

As well as being able to create rectangular graphic items, you can also create oval and path-based graphic items. Rectangular graphic items can be given round corners using the **Shape** section of the **Appearance** panel in the Inspector palette. There are also buttons in this section to convert a graphic item between rectangular, oval and path shapes.

To delete an item

Select an item and press the Backspace/Delete key.

Parent/Child relationships

In Freeway, some items can have a hierarchical relationship. Whether or not this is possible depends on the types of the items involved. This allows items to be grouped together as a single unit, and also enables advanced users to create more complex CSS-based layouts.

The hierarchical relationships between items on a page can be seen in the site panel, either when in Page view mode, or in the site view when **Show Items** has been selected from the cogwheel pop-up below the site panel.

These relationships can also be seen more immediately in the layout view. When an item is selected, its parent's border is highlighted with the system highlight color, and its children's borders are highlighted in grey.

Items can also be a child of the page, which is how they are created unless you use the following method.
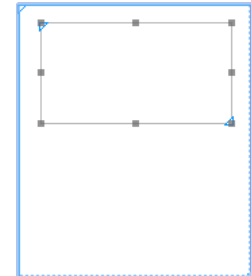
To create an item that is the child of another item

1. Select the item tool appropriate to the type of item you would like to create
2. Start and finish drawing within another item that is of a type that can be a parent of the item you're creating. You will see that the item that will become the parent is highlighted while you are drawing the item.

To make an existing item a child of another item

1. Start dragging the item you want to make a child
2. Move it over the item you want to make the new parent of the item you are dragging
3. Press the space bar once. This will highlight the new parent item.
4. Finish dragging by releasing the mouse button. The item will become a child of the new parent.

If there is more than one potential parent item underneath the item as it is being dragged, you can cycle through the potential parents by repeatedly pressing the space bar. Note that the page is also a potential ancestor and will be included in this cycle.

You may also want to group a selection of items by creating a new parent item to contain them.

To group several items together

1. Select all the items you would like to make a group.
2. Choose **Item>Group**.

This will create a new parent item containing all the items you selected.

To ungroup items

1. Select the item created when the items were grouped (their parent).
2. Choose **Item>Ungroup**.

Aligning and distributing items

It is very useful to be able to position several items at the same horizontal or vertical location, or to spread them out evenly.

To align several items

1. Select all the items you would like to align.
2. Choose **Item>Align…**.
3. This will bring up a dialog with several alignment options. The left-most button in each row represents a choice of no alignment. The other buttons represent possible horizontal or vertical alignments. Choose a horizontal and/or vertical alignment and click **OK**.
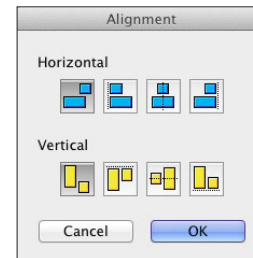
To spread items out evenly, you can use **Distribute**. Distributing items is the same basic process as aligning, but you choose **Item>Distribute…** instead.
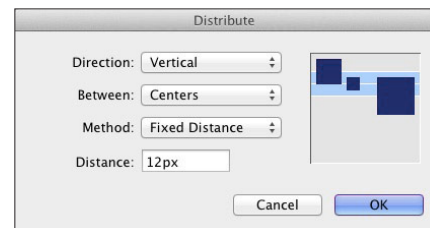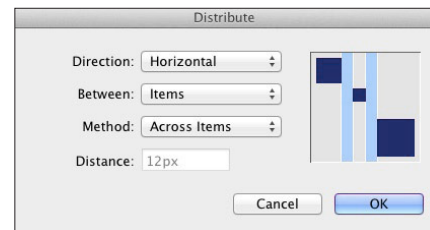
Manipulating items

As already mentioned, items can be positioned and resized in different ways. As well as this, items can be automatically resized to the size of their content, be it text or graphic.

To resize an item to fit its content

1. Select the item you would like to resize.
2. Choose **Item>Fit Box to Content**.

There are extra manipulation options available for graphic items, for example rotation.

To rotate a graphic item

1. Select the graphic item you would like to rotate.
2. Select the rotation tool from the tool bar.
3. Grab one of the item's selection handles with the rotation tool.
4. Move the cursor to rotate the item.
5. Release the mouse button to complete the rotation.

Pro   *Manipulating items in Freeway Pro*

Freeway Pro allows you to **skew** and **mirror** graphic items. These transformations have their own tools which can be accessed by clicking and holding on the rotation tool in the tool bar and selecting the appropriate tool from the pop-up menu. The tools, once selected, are used in the same way as the rotation tool.

Freeway Pro also has a **Transform** dialog to allow you to apply transformations more accurately. This can be accessed by selecting an item and choosing **Item>Transform…**.

Changing an item's appearance

There are many ways of customizing the appearance of items in Freeway. There are also different methods of doing so dependent on the type of item. This will be touched on only briefly here but most options are easy to understand, so feel free to experiment.

For both HTML and graphic items, much of the appearance information for the item is available in the **Appearance** tab of the Inspector palette. Because it is such a common thing to want to modify, the background color of an item can also be changed from the General tab of the Inspector palette.

To set the background color of an item

1. Select the item.
2. In the **Properties** section on the **General** tab of the Inspector palette, click on the **Color** pop-up.
3. Select a color from the pop-up menu, or select **Other…** to use a color not already present in your document.

Changing how an item will output

The **Output** tab of the Inspector palette has a number of settings depending on the type of the item you have selected, and it will also allow you to change the type of the item. These settings allow you to have more control about how a particular item will be output when Freeway publishes it.

To change the type of an item

1. Select the item and switch to the **Output** tab of the Inspector palette.
2. Choose the new type of the item from the **Type** pop-up.

There are three different graphic item types that can be selected in the **Type** pop-up, **JPEG**, **GIF**, and **PNG**. These refer to the type of graphic created when Freeway outputs the graphic item, and each have their own strengths and weaknesses. When you import a graphic into a graphic item, Freeway will analyze the graphic and make an informed decision as to which type is best and set the graphic item to output using that type. You can use these options to override Freeway's default judgement if you want.

There are also different settings available for each of the graphic types that will allow you to fine tune how Freeway outputs that particular graphic.

To set the alt text of a graphic item

1. Select the graphic item and switch to the **Output** tab of the Inspector palette.
2. Ensure the **Alt Text** checkbox is on and then enter a description of the graphic into the field beneath the checkbox.

Alt text is important because it will allow people who cannot see the graphic to see a description of the image. This include people using screen readers and also anyone using a simple text-based browser.
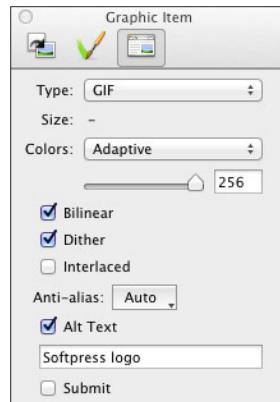
Working with Tables

Tables should mainly be used for presenting tabular data. It's unnecessary to use them for positioning purposes—just use Freeway's items instead. The **Table** tool is in the Freeway Pro tool bar by default, but in Freeway Express you will need to customize your tool bar, or open the pop-up menu on the **HTML** tool on the tool bar and select the table tool from there.

After selecting the table tool, you can draw them exactly as you would any other item. Once you've finished drawing a table, you will be prompted to choose the number of rows and columns the table should contain.
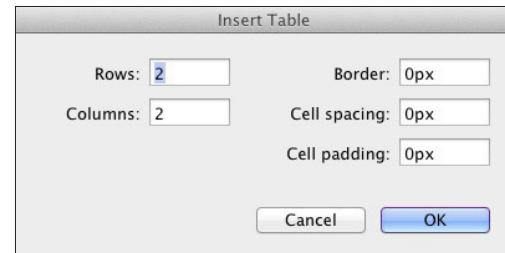
To select the table, click on the border at the edge of the table. You can select table cells in the same way as you would an item, and entering text works the same way as well. You can also select multiple table cells in the same way as you would select multiple items. To select a whole column or row, position the cursor at the top of a column or to the left of a row. It will change to be an arrow pointing at the column or row, and clicking will select all the cells in the column or row it is pointing to.

To resize a column or row in a table

1. Position the cursor at the bottom of the row, or to the right of the column, you want to resize. It will change appearance when you are in the correct place.
2. Click and drag to resize the column or row.
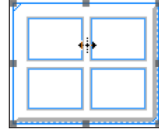
To change the number of rows or columns in a table

1. Select the table.
2. Switch to the **General** tab of the Inspector palette.
3. In the **Cells** panel, enter new values into the **Rows** and **Cols** fields.

You can also use the **Item>Table** menu to insert and delete columns.

To merge cells into one

1. Select the cells you want to combine into one.
2. Choose **Item>Table>Join Cells**.

To split cells

1. Select the cells you want to split
2. Choose **Item>Table>Split Cells...**.
3. Select whether to split the cells into rows or columns, and enter a number of rows or columns to split them into.
4. Click on **OK**.

Working with colors

All Freeway documents are created with a basic set of colors. As you assign colors to elements and text within your document, Freeway will add these colors to the documents color list. This means that they will then be available in all the lists from which you can select colors. Colors are removed from the color list once they are no longer being used in the document.

Colors in Freeway Express

In Freeway Express, colors do not have names and are simply presented as swatches in the color pop-ups throughout the Freeway Express user interface.

Clicking on the color popup in the Inspector will show you the list of colors already in use in your document. If you want to choose a new color which is not already in the color list, choose Other... at the top of the popup list.

The color palette is the Mac OS X system color palette that you may be familiar with from other applications, for example TextEdit.
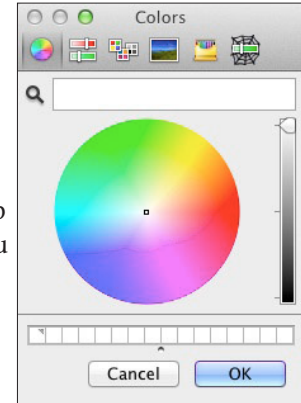
To apply a new color using the color palette in Freeway Express

1. Select the page, item or text you want to apply color to.
2. Select the appropriate tab in the **Color** palette (for example **Color Sliders**) and choose the swatch from the popup if there is a choice.
3. Edit or click on the color you want to use. As you edit or click on colors, the color of the selected element in Freeway will change accordingly.

Colors in Freeway Pro

Freeway Pro has far more advanced color handling than Freeway Express. Every color is named and permanent colors can be created that exist even if they are not applied anywhere in the document (the concept of temporary and permanent entities will come up again when discussing Styles in Freeway Pro).

Editing a color in Freeway Pro will change all occurrences of that color within your document. This makes it very easy to make wide-ranging changes to the color scheme of your web site.

The **Color** palette in Freeway Pro is actually part of the **Styles and colors** palette. There are two tabs in this palette related to colors, the **Document colors** tab and the **Web-safe colors** tab.

The **Document colors** tab contains a list of all the colors within your document. This includes the default set of colors, temporary colors created as you have assigned colors to objects and text in your document, and any permanent colors that you have created. The **Web-safe colors** tab contains colors that should display accurately on most color monitors.

To apply a color that is already in the Colors palette of Freeway Pro

1. Select the page, item or text you want to apply color to.
2. Select either the **Document colors** tab (second from the left at the top of the palette).
3. Choose on the color you want to use from the list.

To apply a color that is not already in your document using the color palette

1. Select the page, item or text you want to apply color to.
2. Click on the cogwheel at the top of the palette and select **Color Picker...** from the pop-up.
3. Choose the color you want to use from the system color palette and click **OK**.

To add a new color to the color palette

1. Select either the **Document colors** or the **Web-safe colors** tab in the **Styles and colors** palette.
2. Click on the cogwheel at the

The Freeway Pro Color dialog when choosing Other... in the Inspector.
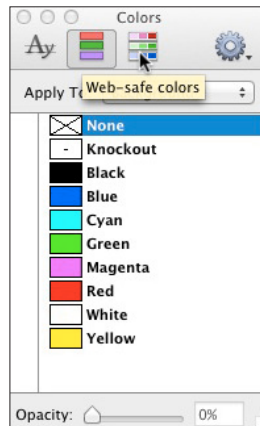
Document colors in the Styles and Colors palette
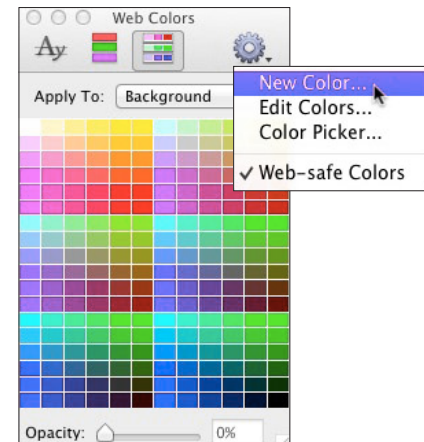
top of the palette and select **New Color…** from the pop-up.

3. Enter a name for the color in the **Name** field.
4. Select a color from the swatches of the system color palette.
5. Click **OK**.

To edit a color

1. Control-click on the color to edit in the **Document colors** list in the **Styles and colors** palette.
2. Select **Edit Color…** from the pop-up.
3. Change the color using the same method as for a new color.
4. Click **OK**.
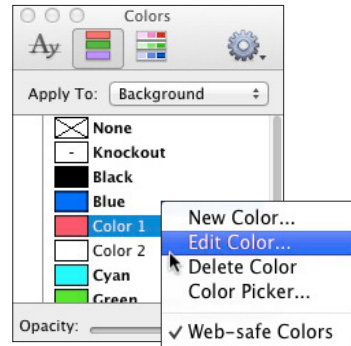
To delete a color

1. Control-click on the color to delete in the **Document colors** list in the **Styles and colors** palette.
2. Select **Delete Color** from the pop-up.
3. If the color is used in your document, you will be asked to select a color to replace it with. Choose one and click **OK**.
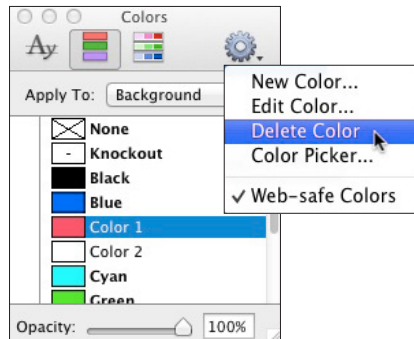
It is worth noting that none of the built-in colors (the colors available in every new document) can be edited or deleted.
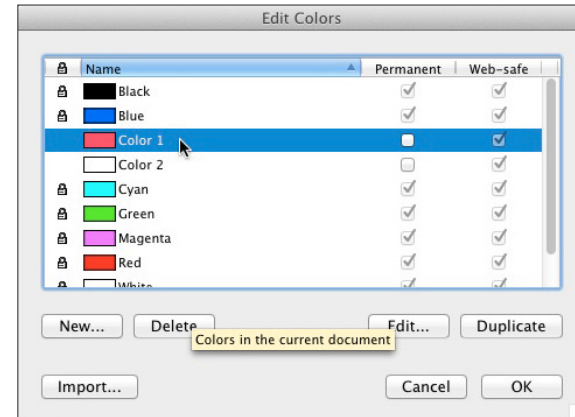
Colors can also be managed and imported in the **Edit Colors** dialog which can be accessed by choosing **Edit>Colors…**

Working with graphics

One of the most common tasks within Freeway is adding and manipulating graphics within a site. Graphics within Freeway are contained within an item. If the item is a graphic item, Freeway will optimize the graphic for you when you publish your site. If the item is an HTML item, the graphic will be output unchanged; this is called a "passthrough graphic".

Graphics that are contained within graphic items can also be scaled and cropped. Filters can be applied to the graphic using a variety of graphic Actions. HTML items that contain graphics must be at least as large as the graphic if the graphic is to be output; if the item

is not large enough, Freeway will show you by "overflowing" the item—placing an X through it and not displaying the graphic. Resizing the item appropriately will fix this problem; an easy way to do this is to choose **Item>Fit Box to Content**.
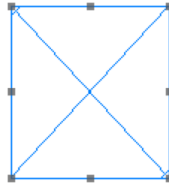
To import a graphic into an existing item

1. Select the item to import a graphic into (ensure it does not contain text; if you want to import a graphic into an item containing text, you will need to delete all the text first).
2. Choose **File>Import…**.
3. Locate the graphic file you would like to import and click **OK**.

Freeway Express can import GIF, JPEG and PNG files. Freeway Pro can import a far greater range of graphic types, including Photoshop and Illustrator files, although these should only be imported into graphic items because they need to be converted to a web-ready format to be displayed in your web page.

   You can also drag a graphic directly from the Finder onto your Freeway page. You can either drag it into an existing item, or directly onto the page, in which case a new graphic item will be created to contain it. Alternatively, a new HTML item can be created to contain the graphic if you hold down the Option key when dropping it onto the page.

Manipulating graphics in graphic items

Once you have added a graphic to your page, you can manipulate it in a variety of ways.

To position a graphic within its containing item

1. Position the cursor over the arrows in the center of the graphic item. These are called the **panning handles** and the cursor will change to a hand when it's positioned over them.
2. Hold down the mouse button and drag the graphic around within the item.
3. Let go of the mouse button when the graphic is positioned as you want it.

To scale a graphic to the size of its containing item

1. Select the item containing the graphic.
2. Choose **Item>Graphic>Scale to Box**.

This will scale the graphic without maintaining its proportions. This menu contains other options for scaling including **Scale and Pad** and **Scale and Trim**, both of which maintain the proportions of the graphic but result in different sized graphics. There is also the option to increase and decrease the size of the graphic in increments by using **Scale Up** and **Scale Down**.

   If you hold down the **Shift** and **Option** keys while resizing a graphic item to maintain the item's proportions, any graphic contained within it will also be resized maintaining its proportions.

   Whenever you scale graphics, it is a good idea to resample them afterwards. The main advantage of this is to reduce the size of Freeway's internal version of the graphic. This will help reduce the size of your Freeway document.

Working with other media

As well as being able to import graphics into HTML items, you can also import all sorts of other media. Other types of media that you can import include Flash, QuickTime movies and mp3 audio files. You import media files using the same method as if you were importing a graphic into an HTML item.

If you're importing Flash or QuickTime movies, you may want to have a look at the **Flash Extras** or **QuickTime Extras** Actions which can modify the way these files behave when viewed in a browser.

Working with text

As discussed earlier, text within HTML items and graphic items are generally used for very different purposes. However, working with the text in either type of item is essentially the same, although you will notice as you work with text that some of the available options are different. It is also possible to enter text directly into the page.

To enter text into an item

1. Select an item that does not contain a graphic by clicking on it.
2. Click on the item again.

This will insert a text cursor into the box, and you can now type text freely within it. To enter text directly into the page, double-click on it in the layout view. Once you've finished editing text within an item or the page, click outside the item or page to leave text editing mode.

As well as entering text directly using the keyboard, text can be imported into an item from a text file.

To import text from a file into an item or page

1. Get a text cursor in the item or page you wish to import text into (as described earlier).
2. If there is existing text in the item, position the cursor where you want to add the text you are importing.
3. Choose **File>Import Text…**.
4. Find and select the text file whose content you would like to import and click **OK**.

Styling text

Applying styling to text is a fundamental part of creating any web site. In Freeway, most styling of text is done from one of two places. The first is the Inspector palette, and the second is the Style menu. The options available for styling text in the Inspector palette are a subset of the options available in the Style menu.
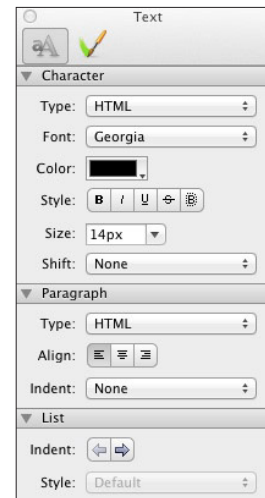
The Style menu.

The Inspector's Style palette.

Selecting text and applying styling in Freeway works in the same way as most other applications. Select the text you want to style and change the appropriate attribute in either the Inspector or the Style menu.

Text styling attributes are divided into character and paragraph attributes. Character attributes (for example font and color) can be applied to any run of text. Paragraph attributes (for example alignment) will be applied to the whole of any paragraph contained within the current text selection.

To remove styling from text

1. Select the text you want to remove all styling from.
2. Choose **Style>Remove Styling**.

This will remove all character attributes from the selected text. Paragraph attributes will only be removed from paragraphs that are completely selected, including the hidden paragraph character at the end of each paragraph—you can see hidden characters if you choose **View>Invisibles** (the last paragraph has no hidden paragraph character, so there is no need to select it). The easiest way to select a complete paragraph is to click on it four times in quick succession (quadruple-clicking).

Working with lists

As well as being useful for creating hierarchical HTML lists within text in your document, lists are used extensively in the CSS Menus Action. They are created by converting paragraphs of text into list items.

To create a list

1. Select one or more paragraphs you want to make into a list.
2. Choose **Style>List>Increase indent**.

or

1. Select one or more paragraphs you want to make into a list.
2. Click once on the **Right Arrow** in the **Links** panel of the Inspector.

To change a list item back into a paragraph, select the list item and choose **Style>List>Decrease indent**. To create a nested list, select a list item and choose **Style>List>Increase indent**. The first list item in a list cannot have its indent increased.

Inserting items into a text flow

An important technique to know about when working with HTML text is the ability to insert both HTML and graphic items into the flow of the text. This means that the items will move around as the text is reflowed by, for example, different people having different settings in their browsers for the text size. These are called "in-flow items".

To insert a graphic item into an HTML text flow

1. Select an item containing text and click again on it to get a text cursor within it
2. Position the cursor at the point in the text where you want to add the graphic item
3. Choose **Insert>Graphic Item**.

A default-sized graphic item will be inserted into the flow of text. This item will behave just as a graphic item you had drawn on the page would behave. The only major difference is that you can no longer position the item – its position is determined by the text around it. You can of course still resize it in the same way as an item you had drawn on the page.

There is also an **Align** setting in the **Dimensions** panel of the Inspector palette for in-flow graphic items. This allows you to position the graphic item vertically relative to the rest of the line of text it is within, or to force it to the left or right of its containing item and have the text flow around it (the **Left** and **Right** settings in the **Align** pop-up).

To insert an HTML item into a text flow

1. Select an item containing text and click on it again to get a text cursor within it.
2. Position the cursor at the point in the text where you want to add the HTML item.
3. Choose **Insert>HTML item**.

A default-sized HTML item will be inserted into the flow of text. You will notice however that in-flow HTML items always exist within their own paragraph in a text flow. HTML items can also be set to have the text flow around them; simply choose **Left** or **Right** from the **Float** pop-up in the **Dimensions** panel in the Inspector palette.

Freeway Pro provides you with many ways to create in-flow layout. In-flow layout is important for creating web sites that are flexible and work well with the different setups people have in their browsers, for example (as has already been mentioned), having
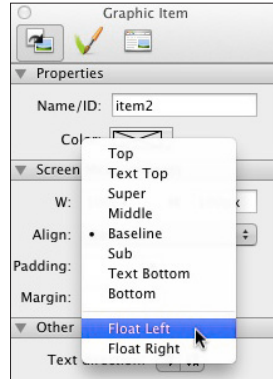
different text sizes specified, or their browser window at different widths.

Following are just a couple of ways to modify in-flow HTML items in Freeway Pro. Further information is available in the *Freeway Reference*.

To center an in-flow HTML item within its containing item (Pro only)

1. Select the in-flow HTML item and switch to the General tab of the Inspector palette.
2. In the **Dimensions** panel, ensure that the **Float** pop-up is set to **None**
3. Open the **Margin** pop-up, choose **Custom...**, click on the **Align** popup and select **Center**.

To set an in-flow HTML item to always be the width of its containing item (Pro only)

1. Select the in-flow HTML item and switch to the **General** tab of the Inspector palette.
2. In the **Dimensions** panel, click on the **Width** button (ie, the button immediately to the left of the Width field) or delete the contents of the **Width** field and press the **Return** or **Tab** key.

Working with Styles *Pro only*

One of the major advantages of Freeway Pro is being able to group a set of character and paragraph style attributes into a single style. Once created, a style can be applied to any text in your document, making it easy to use consistent text styling across your whole site. An extra bonus is that you can edit the style and any changes you make will apply to all the text in your document that is using the style.

Document styles you created are displayed in the **Document styles** tab of the **Styles and Colors** palette. There are also some default styles automatically added to new documents, and a **[No Style]** that, when clicked on, will behave in the same way as choosing **Style>Remove Styling**.

To create a new style

1. Switch to the **Document** styles tab of the **Styles and Colors** palette.
2. Click on the cogwheel, and in the pop-up menu select **New Style…**.
3. In the **New Style** dialog, add style attributes for this style by clicking on the plus button to the right of the section for the type of attribute you want to add, then selecting the attribute from the pop-up menu.
4. Set values for the attributes after you've added them.
5. Name your new style by entering text in the **Name** field.
6. Click on **OK**.
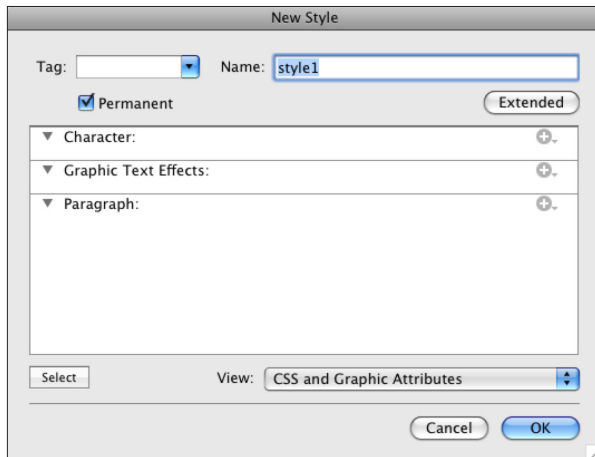
While in the dialog, you can remove an attribute by clicking on the minus button next to it.
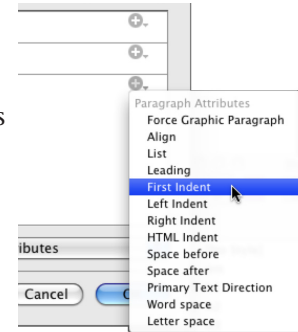
To edit an existing style

1. Switch to the **Document styles** tab of the **Styles and Colors** palette.
2. Control-click on the style you want to edit in the styles list, and select **Edit Style…** from the pop-up menu.

The **Edit Style** dialog works in the same way as the **New Style** dialog. There is also an **Edit Styles** dialog which can be opened by choosing **Edit>Styles…**. This dialog is much the same as the two dialogs you have already seen, but also has a list of all document styles on the left hand side. This allows multiple styles to be edited at a time.

To apply a style to text

1. Select the text you want to apply the style to.
2. Switch to the **Document styles** tab of the **Styles and Colors** palette.

3. Click on the style in the list you want to apply.

To delete a style

1. Switch to the **Document styles** tab of the **Styles and Colors** palette
2. Control-click on the style you want to edit in the styles list, and select **Delete Style** from the pop-up menu.

If the style is being used anywhere in your document, a dialog will appear prompting you to choose another style to replace it with. If you want to remove the style from your document and from all the text it is used on, choose **No Style** from the list in this dialog.

As well as being applied to text, styles can be applied to items and pages so they style all the text within the item or page. You can see which styles are active for the current selection in the **Style Inspector** tab of the Inspector.

Permanent and temporary styles

In Freeway Pro, when you style text using the Inspector palette and the Style menu, temporary styles will be created. These are styles that only exist while text exists with their styling applied. New temporary styles will be created and existing ones deleted as you change the styling of text within your document using the Inspector palette and Style menu.

Although these styles can be useful, it is generally far better to use permanent styles when possible. These are the styles you create manually using, for example, the **New Style** dialog. These styles are permanent by default, meaning that they will remain in your document whether or not they are applied to any text. If you have styled some text using temporary styling, you can change the temporary style into a permanent style by editing the style and turning on the **Permanent** checkbox.

Permanent styles are shown in bold text in the Styles and Colors palette.

Hyperlinks and anchors

Hyperlinks provide a way for people visiting your site to navigate to other pages within it, or to another web site entirely. Anchors are a way of tagging a particular object on a page so that when you click on a link to it, you'll be taken to the appropriate page and the browser will scroll to the position of the tagged object.

To create a hyperlink

1. Select a graphic item, map area, some graphic text or some HTML text. Choose **Edit>Hyperlink...**.
2. Click on the **Internal** tab and select a page from the list to create a link within your web site, or click
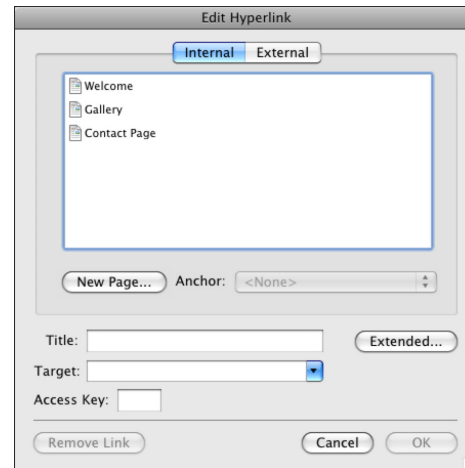
on **External** and enter the URL to create a link to a different web site.

3. Click **OK**.

To remove a hyperlink

1. Select a graphic item, map area, some graphic text or some HTML text that has a link applied.
2. Choose **Edit>Hyperlink…**.
3. Click the **Remove Link** button.

To create an anchor

1. Select a graphic item or some HTML text.
2. Choose **Edit>Anchor…**.
3. Enter a name for the anchor in the **Name** field.
4. Click **OK**.

To remove an anchor

1. Select a graphic item or some HTML text that has an anchor applied.
2. Choose **Edit>Anchor…**.
3. Click the **Remove Anchor** button.

When creating an internal hyperlink, the anchors on the page you have chosen to link to are shown in the **Anchor** pop-up on the **Internal** tab underneath the list of pages.

Working with forms

By far the simplest and quickest way to offer a reply form on your website is to use the Send Form Action – see the dedicated tutorial movie on our website at http://www.softpress.com/help/tutorials/ (called "Using the Send Form Action") and there is also a detailed KnowledgeBase article you can read at http://www.softpress.com/kb/questions/416/

Freeway offers a certain level of customization of form items on the page (by selecting a form item and choosing options and styling in the Inspector), but there are some third-party Freeway Actions which offer further customization – see http://www.softpress.com/kb/questions/260/.

To set up the form properties for the current page:

1. Choose **Page>Form Setup…**.
2. In the **Form** tab, select a form submission method from the Method popup.
3. Enter the URL of the form processing script into the **Action** field.
4. Click **OK**.

Don't forget that you need to add a **Submit** button for people to click on to send the form to your script for processing. Note also that the **Action** field should only have a URL for the processing script entered, not the contents of the script itself.

The simplest method for creating reply forms is to use the PHP Feedback Form Action—see the movie tutorial at http://www.softpress.com/support/tutorials.html (the movie is called "Easy Feedback Forms"). Note that if you use this Action you should not use any information in the Form Setup dialog.

Only one form can be set up per page. If you want more than one form on your page, use the **Multiple Form Suite** from ActionsForge at http://www.actionsforge.com/projects/view/24-multiple-form-suite

Further information

This completes the overview of basic functionality in Freeway. For more complete information on all of these topics, please consult the Softpress Knowledgebase.

Freeway Actions

What are Freeway Actions?

Both Freeway Pro and Freeway Express ship with a comprehensive set of Actions which you can use to add functionality and dynamic effects to Web pages—some of which we've already used in the Tutorial section.

This section gives information on commonly-used "standard" Actions which come pre-installed, however many custom Actions can be downloaded free from ActionsForge (http://www.actionsforge.com). Other Actions, particularly complex ones, may be sold commercially on a developer's web site.

Actions are comparable to plug-in modules, allowing you to add functionality or effects through the simplicity of an intuitive dialog box which would otherwise require sophisticated coding or repetitive formatting in other programs. An Action can be used for doing something as simple as making an image change color when a visitor mouses over it, or as complex as controlling forms and creating navigation bars. Others are part of a suite of Actions allowing you to create, for example, an on-line shop or sets of transition effects.

As stated earlier, this section will cover the standard pre-installed Actions, however Freeway Pro allows you to add further custom Actions which enhance the functionality of your web pages. Freeway Express only allows you to add Actions which have been encoded, so consult each Action's documentation to see if it will work with Express. The download page for all Actions at ActionsForge gives details of which versions of Freeway any particular Action is compatible with.

The different types of Actions

Because there are different types of functionality you may want on your site, there are different ways to apply an Action in Freeway. The different types of Action are:

- *Item Actions*: The most commonly-used Actions, which are applied to a specific item (or group of items) on your page. Note that some actions are specific to HTML items and others are only for graphic items.
- *Page Actions*: These are used on individual pages to apply functionality to the page itself.
- *Standalone Actions*: Another commonly-used type of Action, which creates a pre-coded HTML item on your page (sometimes called "insert" Actions).
- *Folder Actions*: These are used for applying an Action on a group of pages stored in a single folder. If all your site pages are stored in one folder, this can be used to apply site-wide functionality.
- *Suites of Actions*: Complex suites of many different types of Action. The individual Actions within the suite can be any of the above Action types. The Actions work together to provide functionality in your web site.

Applying Actions

Before you apply an Action, it's best to have the Actions palette open so you can see that the Action has been applied. If it's not open, choose **Window>Actions**.

The way in which you apply an Action depends on the type of Action you want to apply:

- *Item Actions*: Select the item, choose **Item>Action** and select an Action from the list.
- *Page Actions*: Select the page you want to apply an Action to in the Site panel, then choose **Page>Page Actions** and select an Action from the list.
- *Standalone/Insert Actions*: Click and hold on the **Action** tool on the tool bar, choose the Action you want, then draw the Action on the page in the same way as you draw an item on the page. Alternatively, go to **Insert>Actions** and choose the Action you want. This method allows you to insert an Action into a text flow.
- *Folder Actions*: Select a folder in the Site panel, click on the plus button in the bottom left corner of the Actions palette, then choose the folder Action you want to use.

In fact, all Actions can be applied using the plus button in the Actions palette. Clicking on it will show a list of all Actions which can be applied to the currently selected object.

The Actions palette

When no Actions have been applied to a selected item, page or folder, the Actions palette will be empty. To see how it works, let's draw a graphic item on the page then apply an Action.

Click on the **Graphic** tool on the tool bar and draw an item on your page. With the item selected, choose **Item>Actions** and select **Buttons** from the list.
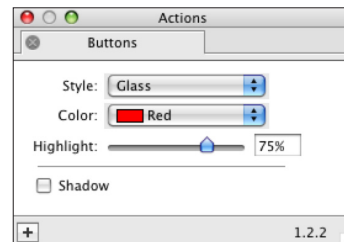
You will now see that a tabbed panel has appeared under the title bar entitled "Buttons" and, within the panel, the various options of the Action are displayed. Depending on which Action you apply, the options may take the form of text fields, check boxes, pop-up menus, etc., but the options will always be specific to that particular Action.

An item can have more than one Action applied at a time, so let's apply another one. Choose **Item>Actions** and select **Fade**. You'll see in the Actions palette that we now have two tabbed panels, the latest of which is now selected.

If you want to return to the Buttons Action, you'll need to click on the **Buttons** tab.

Let's apply a third Action. Choose **Item>Actions** and select **Rollover**. A third tabbed panel has appeared in the Actions palette, but this is a different type of panel in that it has more than one window which can be selected by clicking on the relevant button below the Actions tabs. The Rollover Action is currently showing the "Images" window. Clicking on the "Parameters" button displays a second panel of options.

Although there are two separate windows, both are specific to the Rollover Action. This is done because some Actions have very different types of options which don't lend themselves to being displayed in the same window. In this case, the "Images" window displays the options in a table-based layout,
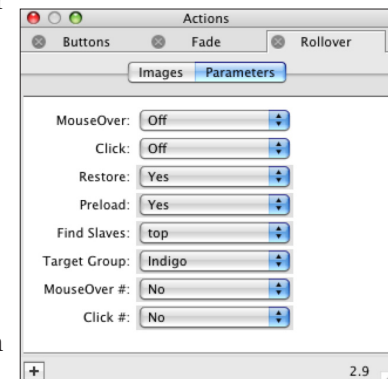
while the "Parameters" window is made up of a list of pop-up menus.

If you want to remove an Action from an item, simply click on the X in a circle to the left of the Action's name.

You may also have noticed that each time an Action was applied to the item on the page, a label displaying the name of the Action appeared in the top left corner of the item's container. With all three Actions applied, three labels appeared underneath each other, giving a quick visual reference to which Actions have been applied.
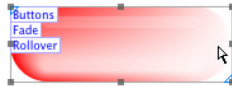
If a page Action has been applied, the Actions palette will only display the options for that Action if no items are selected on the page.
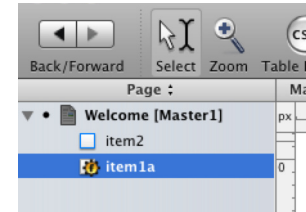
When an Action has been used, the Action cog logo will appear on the item, page or folder icon in the Site panel. This is a visual cue that it has an Action applied to it.

Installing new Actions

Once you have downloaded new Actions, they are simple to install. Drag the Action file onto the Freeway application icon (either in the Applications folder or in the Dock), and Freeway will start and inform you that you are about to install an Action. Click on the OK button to confirm that you want to install the new Action. Freeway will copy the Action file to the appropriate place on your hard drive.

It is important to remember that Freeway Express can only use encoded Actions. These are marked as being specifically for Freeway Express on the download page for that Action on the ActionsForge site or in the text of a developer's web site.

Working with Freeway Actions

Because there are so many Freeway Actions, we don't have the space here to cover them all, so we'll concentrate on the most commonly-used ones. You can find out more on Actions not mentioned here in the *Freeway Reference*, on the Softpress KnowledgeBase or at ActionsForge.

Here, we'll see how to use common Actions, what options are available and also discuss typical problems users may have with particular Actions.

The Rollover Action

Perhaps the most common of all Actions is the rollover. Rollovers are graphic items in a stack which change to display a different graphic in the stack for each of the "normal", "mouseover" and "click" states when the page is previewed.

There is a full tutorial on how to create a rollover in the Tutorial section (Tutorial 3), but because rollovers are so common we'll run through a basic step-by-step here to explain the basic principles again:

1. Click on the **Graphic** tool in the tool bar, draw a wide rectangular item on your page, then apply a red background color in the Inspector.
2. Control-click (or right-click) and choose **Duplicate** from the contextual menu. Set the values of 1 for copies and 0px for horizontal and vertical offsets, click **OK** and then apply a green background color.
3. With the topmost item selected, choose **Item>Actions** and select **Rollover**. This is the

most common place people have problems with rollovers. If the Item>Actions menu is greyed out at this stage, see the "Common Queries with Rollovers" at the end of this section for advice.
4. In the Actions palette (the "Images" window shows as default), click on one of the check marks in the "Normal" column to remove it and click once in the MouseOver column to create a check mark.
5. You can see which item will show for each state by clicking once on the bar at the top of each column.
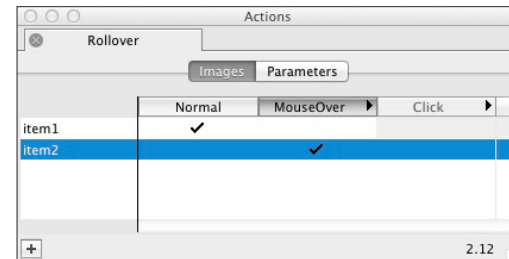
The above step-by-step creates the most simple rollover possible. If you want further help with rollovers, read the instructions earlier this guide in Tutorial 3.

Instead of duplicating items, we could also have copied and pasted the different elements of the rollover, edited them separately in different areas of the page and then aligned them into a stack using Freeway's Align feature. Whichever route you take, the principle is still the same.

You can use any graphic item in Freeway as part of a rollover, regardless of its content.

Rollover options in the Actions palette

In the step-by-step above we used only default settings with the exception of the placing of check marks in different columns. Let's run through the various options available in the Actions palette—first we'll look at the options in the Rollover Action's "Images" window.

- The **Images** window has a table-based layout—a list of all the items in the rollover on the left and a column for each of the **Normal**, **MouseOver** and **Click** states.
- You don't need to use all three states, many times you'll use just Normal and MouseOver.
- A check mark in an item's row for a particular column signifies that the item will be visible in that state. Where there is no check mark, the item will be invisible. Click on a blank area of the table to generate a check mark, click on an check mark to remove it.
- If you want an item to display in all states—for instance a graphic text item displaying the name of a rollover hyperlink—you should check each column.

Now let's look at the options in the Parameters window, which is a list of pop-up menus:

- **MouseOver**: This pop-up controls the mouseover state. "Off" means there is no mouseover state, and "Items" means use the items specified for the mouseover state in the images window. You can also choose "Select", which allows you to select a graphic from your computer's hard drive for the mouseover state.
- **Click**: This menu works in the same way as the MouseOver menu but for the Click state.
- **Restore**: This pop-up menu controls whether the rollover restores back to the Normal state when the mouse is moved away from the rollover. "Yes" displays as default. If you set it to "No", the image will only return to its Normal state when the page is revisited. Setting the menu to "Sticky" retains the MouseOver or Click state until you mouseover another rollover on the page.
- **Preload**: By default, this pop-up menu is set to "Yes", which means that all the graphics of the rollover will load into the browser's cache before the rollover is displayed. This makes the transition from one state to another smoother as the graphics for each state don't need to load when the transition is made.
- **Find Targets**: A rollover can be used as a "trigger" for an "event", which means that, for instance, moving your mouse over a rollover can make Target Images appear elsewhere on your page. This pop-up menu is only used when your page is a "frameset" and you need to control which frame the targets appear in.
- **Target Group**: When using the Rollover as a trigger, you can set different groups of targets to be triggered when a different trigger is activated. Target Groups have color names (such as Indigo and Cobalt). Indigo is the default target group.
- **MouseOver #**: When using a rollover as a trigger, this sets a specific target number (which corresponds to an item's target number in the specific target's Action dialog) to appear when the rollover is mouseovered.

- **Click #**: This menu works in the same way as the MouseOver # menu but sets a specific target number to be triggered when the rollover is clicked.

Common queries with rollovers

Softpress Support often gets queries from new users who can't get their rollovers to work. Let's look at some of these queries and their simple solutions:

- *Query*: **Why don't the different elements of my rollover appear in the rollover Action dialog?**

  Solution 1: For rollovers to work, the elements must be set to "combine" with each other. Select each element in turn and make sure that **Combine Graphics** is checked in the **General** tab of the Inspector.

  Solution 2: If you're using Pro, you may have one or more of the elements of your rollover set as a layer. Select each element in turn and make sure that **Layer** is unchecked in the **General** tab of the Inspector—see screenshots on the right. This has probably happened because you have your **CSS Layout** button turned on (so it displays in blue).
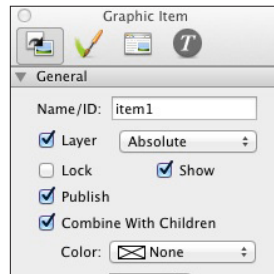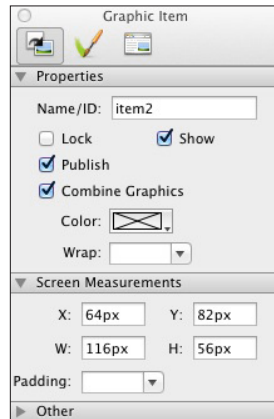
- *Query*: **Why are items appearing in the rollover Action dialog that I don't want for my rollover?**

  Solution: By default, Freeway will set all touching or overlapping graphic items to "combine", so if your rollover items are on top of another graphic item, this will appear in the list of images in the rollover Actions palette along with any other graphic items combining with it. You need to select the background graphic item then uncheck the **Combine Graphics** checkbox in the General tab of the Inspector. The background graphic item will appear in the list but it will now be greyed out.

- *Query*: **Why does my normal image look OK in a browser, but when I mouseover the rollover it changes to the mouseover image and won't change back?**

  Solution: You have **Restore** set to "No" in the **Parameters** tab of the rollover Actions palette. Change it to "Yes" so that the "Normal" image is restored when the mouse is moved away from the rollover.

For further information on rollovers, see the Using Freeway Actions guide.

The Target Image Action

Another commonly-used Action is the Target Image Action, which is used to make a specified image (or group of images) display when an event is triggered.

Target images were used with a rollover trigger in the Tutorials section of this guide, so here we'll look at the basic principles of target images, how to set them up and also discuss common problems that new users have.

It's worth pointing out that target images on their own don't do anything. As their name suggests, they are simply the target of some other activity. Most often,

they will be used with rollovers which trigger specific images to display when the rollover is moused over. They can, however, be used in other ways, such as with a Page Action called Sequence Timer which is applied to a page containing a stack of target images to make them appear in a set sequence when the page is loaded.

In many ways, target images are set up in a very similar way to rollovers. Like rollovers, they are arranged in a stack and the Target Image Action palette is very similar to the Rollover Action in that it has Images and Parameters windows, the layout of which is table-based for the Images window and a list of pop-up menus for the Parameters window. In the Images window, you place check marks in the columns of the image you want to display when that image's number is triggered.

This Action is limited to a maximum number of 20 images per target group (though an Action with an upper limit of 60 is available on ActionsForge).

Target Image options in the Actions palette

As stated earlier, the **Images** window of the target image Action is very similar to the rollover Action (see above). The main difference is that the columns represent trigger numbers rather than the states of a rollover. The **Parameters** window is also very similar. The first three pop-up menus are exactly the same as the Rollover Action, with the exception of the **Restore** pop-up having one extra option called "Toggle". Toggle causes the target image to remain displayed until the trigger is activated again.

Beneath these are individual pop-ups for each image in the stack of target images (**Image 1** to **Image 20**). When a trigger number is checked for a particular image in the Images menu, the pop-ups for these items will automatically display as "Items".

The Image number corresponds to the MouseOver # and Click # settings in the rollover Actions pallete's Parameters window.

If a trigger number is not set in the Images window, the pop-up will display as "Off". These can, however, be set manually with these pop-ups.

In addition to "Items" and "Off", there is a third option in the pop-up called "Select" which allows you to choose an image on your hard drive to display.

Common queries with target Actions

If you have problems with your targets, see the "Common queries" section on Rollovers mentioned earlier.

New window Actions

There are three similar Actions which trigger a new window to open.

- **Text Link to New Window** is a Standalone Action that will put text on your page which will open a new browser window when clicked on.
- **Link to New Window** is an Item Action which is applied to graphic items to trigger a new browser window to be opened when the item is clicked on.
- **Pic in New Window** is also an Item Action for graphic items, which will display a graphic in a new browser window when the graphic item is clicked on.

Text Link to New Window Action

A Standalone Action which can be drawn on the page after clicking on the **Action** tool on the tool bar and selecting **Text Link to New Window**.

This can be placed as a separate item on the page by choosing it from the menu with nothing else selected, or it can be placed in-flow within HTML text. As it is a

Standalone Action, the Action will already be applied when the item is drawn.

The Action will create a link from the text typed into the Action dialog which will open a specified page you've already created.

The options available in the Text Link to New Window Action dialog are:

- **Text**: This is the text which will be displayed in the browser as a link. Clicking on the link in a browser will open a new window.
- **Window Name**: The name used to identify the window in which the page is opened. If each link is given a different window name, a new window will be opened for each link. If you want all links to open in the same window each time, use the same window name for each link.
- **Auto Close**: Used in conjunction with the Self Closing Pop-up Window Action, you can make the page close automatically when a new page is loaded into the browser window which opened the page.
- **Page**: This is the page to be displayed in the new window. Choose the page you want from the list in the pop-up menu.
- **Width/Height**: You need to specify the size, in pixels, of the new window.
- **Toolbar**: This allows you to choose whether the new page displays with a browser tool bar.
- **Scrollbars**: This allows you to choose whether the new page displays with scrollbars.
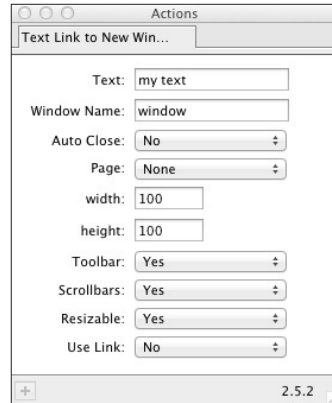
- **Resizable**: Determines whether the new window will be resizable by the visitor to the web site.
- **Use Link**: Used in conjunction with the Hyperlinks dialog, you can set this to "Yes" so that a new page appears in the main window and a new browser window is also displayed.

Link to New Window Action

This is an Item Action which can be applied to a graphic item by selecting it, choosing **Item>Actions** then selecting **Link to New Window**.

The options for the Link to New Window Action are exactly the same as the Text Link to New Window (see above), with the exception that there is no Text field.

Pic in New Window Action

This is another Item Action which can be applied to a graphic item by selecting it, choosing **Item>Actions** then selecting **Pic in New Window**.

Unlike the two previous new window Actions, this will only display a specified image in the new window. The chosen image will scale to fit the new window dimensions, and will scale up or down automatically when the window is resized.

The Pic in New Window Action does not have options for Text, Auto Close or Page, but there is an option called **Image** where you select the image you wish to display in the new window.

Download Actions

There are a few different Freeway Actions which make it very simple to have a download link on a page for visitors to click on to save a file to their computer. Each of the following download Actions will upload the linked file to the web server when you upload your site in Freeway.

Link to PDF Action

A Standalone Action which can be drawn on the page after clicking on the **Action** tool on the tool bar and selecting **Link to PDF**.
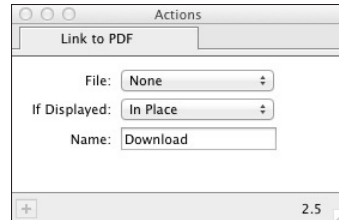
This can be placed as a separate item on the page by choosing it from the menu with nothing else selected, or it can be placed in-flow within HTML text.

The Action will create a link from the text typed into the Action dialog which, when clicked in a browser, will download the linked PDF.

The options available for the Link to PDF Action are:

- **File**: Use this pop-up menu to select the PDF file you want to offer for download.
- **If Displayed**: Some browsers have a plug-in which allows PDFs to be displayed in the browser window, although ultimately this is controlled by the visitor's browser preferences. This pop-up menu gives options to use this function if the preferences allow it. **In Place**, the default option, will display the PDF in the current frame or window. **Full Window** loads the PDF into the entire browser window if you are using framesets. **New Window** opens a new window to display the PDF—this is recommended if you are using framesets.
- **Name**: The text you type in here will be the linked text that will be added to your page.

Graphic Link to PDF Action

This Action has a very similar function to the Link to PDF Action, but it is applied to a graphic item rather than being a Standalone Action.

The options for the Graphic Link to PDF Action are the same as the Link to PDF Action, but it doesn't have the Name field.

Link to File Action

A Standalone Action which can be drawn on the page after clicking on the **Action** tool on the tool bar and selecting **Link to File**.

This can be used as a separate item on the page by drawing it on a blank area of the page, or it can be placed in-flow within HTML text.

The Action will create a link on the text typed into the Action dialog which will start a download of the linked file when clicked on in the browser.

The options available for the Link to File Action are:

- **File**: Use this pop-up menu to select the file you want to offer for download.
- **Name**: The text you type in here will be the linked text on your page.

Graphic Link to File Action

This Action has a very similar function to the Link to File Action, but it is applied to a graphic item rather that being a Standalone Action.

The only option available for the Graphic Link to File Action is the **File** menu where you choose the file you want to offer for download.

Target Show/Hide Actions

There are two Actions which can show or hide page content when a rollover is triggered—one can show or hide an image, the other (which is Pro-only) can show or hide a layer on the page which contains a group of HTML and graphic items.
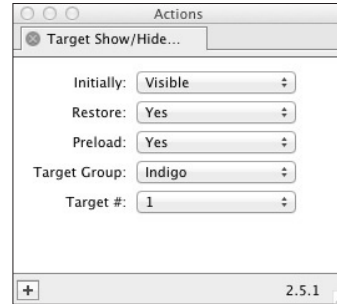
Target Show/Hide Image Action

This is an item Action which is available in both Express and Pro. To apply it, select a graphic item you want to show or hide on the page, choose **Item>Actions** and select **Target Show/Hide Image**.

This Action needs to be used in conjunction with a trigger Action—for example, a rollover—so that it shows or hides the target image when its target number is set in the trigger Action. This works in a similar way to the Target Image Action cover earlier in this section and also in Tutorial 3.

The options for the Action are:

- **Initially**: Determines whether the image is visible when the page loads. The image is visible by default.
- **Restore**: This pop-up menu controls whether the image restores back to the Normal state when the mouse is moved away from the rollover. "Yes" displays as default. If you set it to "No", the image will only return to its Normal state when the page is revisited. "Toggle" causes the mouseover image to remain displayed until the mouse is moved over the rollover image again. Setting the Restore menu to "Sticky" retains the MouseOver or Click state until you mouseover another rollover.
- **Preload**: By default, this pop-up menu is set to "Yes", which means that the graphic will load into the browser's cache before it is triggered so it displays instantly when the rollover is mouseovered.
- **Target group**: When using the Rollover as a trigger, you can set different groups of target images to display when a particular trigger is mouseovered. Target Groups have color names (such as Indigo and Cobalt). Indigo is the default target group.
- **Target #**: Sets the trigger number within the target group so the correct image displays when triggered.

Target Show/Hide Layer Action `Pro only`

This Action behaves in a similar way to Target Show/Hide Image, but it can be applied to a layer item on a page which contains many items.

This Action needs to be used in conjunction with a trigger, so that it shows or hides the target layer items when their target number is set as the MouseOver # and Click #.

The options available in the Target Show/Hide Layer Action dialog are the same as for the Target Show/Hide Image Action, except that there is no Preload option.

The Sequence Timer Action

This Action can display a simple, self-running photo gallery which shows a set of images in a specific order, changing to the next image after a given time setting.

The Sequence Timer Action is a Page Action, but it needs to be used in conjunction with the Target Image Action applied to a stack of target images which are used as the gallery of images.

With the stack of Target Images set up on the page, choose **Page>Page Actions** and select **Sequence Timer**. With no items selected on the
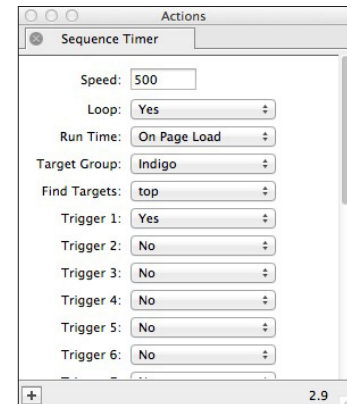
page, the Actions palette will display the Sequence Timer Action.

Options available in the Sequence Timer Action dialog are:

- **Speed**: This is the time interval between each trigger in the sequence (in thousandths of a second). The default is 500, which means an interval of half a second will pass between each trigger.
- **Target Group** and **Find Targets**: These are the same as in the Rollover Action.
- **Trigger 1–20**: These are the trigger numbers which correspond to the amount of Target Images in the stack on the page. If you have five Targets Images, Trigger numbers 1 to 5 should be set to "Yes".

Note: Only one Sequence Timer Action can be applied to a page, even if a different target group is set.

Graphic Actions

Freeway offers many Actions which create complex effects for graphic used on your page. They never modify the original graphic, just the graphic that is output by Freeway when published.

The best way to see how they work is to experiment with them—just select a graphic item containing an imported graphic then choose **Item>Action** and select one of the graphic Actions. Here is a brief run-down of what they all do:

- **Advanced Fade**: Allows more control over fading effects than the standard Fade Action.

Advanced Fade
Blur
Chroma Key
Hue Rotate
Impress
Linear Blur
Saturate
Sharpen
Solarize
Watermark

Duotone
Fade
Fill Master
Photo Frame
Photo Magic
Posterize
Scan Lines

- **Blur**: Blurs an image.
- **Chroma Key**: Creates transparency using a color in an image.
- **Hue Rotate**: Allows colors to be changed by rotating them through the hue spectrum.
- **Impress**: Simulates raised and lowered areas using lightness information in the image.
- **Linear Blur**: Blurs an image along a vertical or horizontal axis.
- **Saturate**: Controls the amount of color in an image.
- **Sharpen**: Sharpens an image.
- **Solarize**: Applies solarizing effects to an image.
- **Duotone**: Applies duotone or tritone effects.
- **Fade**: Applies image fade effects.
- **Photo Magic**: Adjusts image color, brightness and contrast settings with sliders.
- **Posterize**: Applies posterizing effects.
- **Scan Lines**: Applies image scan lines on the image.

Note: The above graphic Actions will have no effect on a graphic item drawn on the page in Freeway—they will only work with imported graphics.

- **Fill Master**: Generates filled, framed, shadowed and glowing shapes. A graphic item with the Fill Master Action applied can also use the above graphic Action effects, although some may may conflict with the Fill Master effects.
- **Buttons**: Generates different types of button shapes. This Action only works with Freeway-created graphic items.
- **Watermark**: Places a watermark on an image using an external file. This works with both Freeway-created graphic items and imported graphics.

Glossary

Glossary of internet and Freeway terms

This glossary explains the key terms used in this Getting Started guide and the Freeway Reference.

It is also intended to be a reference for new user's who find the jargon and terminology of the internet is a barrier to learning Freeway.

Action A Freeway Action is a plug-in which can be installed into your program to add functionality to an item, page, folder or site. An Action adds complex HTML or JavaScript code which is modified through easy-to-use dialogs.

Alt-click *See* Option-/Alt-click.

Alt tags Information used to give a text description to graphics which can be indexed by search engines. Alt tags can be read by screen readers and also define the text shown when graphics display is disabled or when a site is viewed on a handheld device.

Anchor The destination of a link, often to a particular point of a page (such as back to the top of a page or to a section header of a long page), rather than just a hyperlink to another page.

Animated GIF file *See* GIF file.

Background image A graphic which has been selected to use as the background for a page or item.

Backup file A file located in the same folder as your Freeway file, which is the previously saved version of your current Freeway file. If your Freeway file becomes corrupted, you can recover your work from the last saved version by opening your backup file. Every time a Freeway file is saved, the backup file is updated to the previously saved version.

Browser *See* Web Browser.

Cascading Style Sheets *See* CSS.

Case sensitive Upper or lower case characters must be used as specified.

Cache A facility whereby a web browser stores copies of graphics and web pages on a user's hard disk to speed up loading times. Occasionally this needs to be cleared to see changes on an updated site.

Child item/Children HTML and graphic items can be 'nested' inside each other, which makes the nested item a child and the item it is within the 'parent'.

Click A standard mouse click (using your mouse button with no special keys held down). Clicking

the mouse when holding down a keyboard special key (*see* Control-click, Option/Alt-click and Shift-click) changes the functionality of the click. *See also* Click and drag, Double-click and Right-click.

Click and drag To click once on an item and move the mouse with the button still held down.

Control-click To click on an item with the standard mouse button while holding down the Control key. In Freeway, this gives access to contextual menus. This is usually the same as clicking the right mouse button on a two-button mouse.

CSS (Cascading Style Sheets) A W3C recommended language for defining page and text styles (such as font, size, color, spacing, etc.) as well as layout.

Dot Mac *See* MobileMe.

Double-click To click on an item twice with the standard mouse button in quick succession. Double-clicking on a word selects the whole word.

Download To transfer files or data from a remote computer or server to a user's computer. The opposite of 'upload'.

Drag and drop A feature in many Mac applications where you can click and drag a file from one page or program to another. In Freeway, you can drag a photo from iPhoto onto your page, for instance.

Dynamic A term used to describe anything which shows change or activity. A dynamic effect can be a rollover or a target image.

E-commerce site An online shop which uses a shopping cart and secure payment facility. Freeway ships with a suite of Actions to make setting up an e-commerce site a simple operation.

Encryption Altering information to make it unreadable by unauthorized parties.

Firewall A hardware or software barrier which acts as a security filter by restricting unauthorized access to your network. Most often used between the user's computer and the internet.

Flash file A common vector-based multimedia format used on the web to create animation or complex dynamic effects.

Form *See* HTML form.

Frames/Frameset A frameset is a web page which has two or more frames, where one or more frames can be set to display content from different web pages.

FTP (File Transfer Protocol) The most common method of uploading data to a web server.

GIF (Graphics Interchange Format) file A common file format for graphics used on the web. GIFs are limited to 256 colors and can support transparency. They are best used for graphics with solid colors. Animated GIFs are files which play a sequence of individual images giving the impression of animation.

Graphic item An item drawn on your Freeway page using the Graphic tool. A graphic item is a holder for images or graphic text on your page.

Graphic text Double-clicking inside a graphic item in Freeway allows you to type graphic text in any font installed on your computer. Effects can be applied to graphic text while leaving your text fully editable. Graphic text won't be indexed by search engines, can't be copied in a browser or read by computer screen readers, etc.

Hex or Hexadecimal value Colors can be represented as a 'hex value'—a value containing six letters or numbers.

Home Page Usually the top-level page of a web site. Unless an intro page has been set, this will be the default page displayed when you visit a web site. A home page is usually the file called 'index.html'.

Host *See* Web host.

HTML (Hypertext Markup Language) A simple computer language, specially written for the web.

HTML editor A program which edits HTML code. Freeway is *not* an HTML editor—it is an HTML generator which generates the code when a file is published. To make changes to your site you edit the pages in Freeway and republish to generate the new code.

HTML Form A page, or area of a page, with fields where content typed in by the visitor is captured when the form is submitted.

HTML item An item drawn on your Freeway page using the HTML tool. An HTML item is a holder for HTML text and other items, such as check boxes, form fields, etc., on your page.

HTML text Double-clicking inside an HTML item in Freeway allows you to type HTML text. HTML text requires the visitor to have the font you use on your site to display the font correctly, so it is advisable to use only web-safe fonts. HTML text can be indexed by search engines, can be copied in a browser and is readable by computer speech programs.

HTTP (Hyper Text Transfer Protocol) The standard set of rules used for transferring files on the internet.

Hyperlink A graphic or text link which, when clicked, will cause the browser to show a different location on the web.

Internet browser *See* Web browser.

Index page *See* Home page.

JavaScript The most popular client-side scripting language on the internet, developed by Netscape.

JPEG (Joint Photographic Expert Group) or **JPG file** A common file format for graphics and the most popular format for photos on the web. JPEGs support millions of colors but don't support transparency. They are best used for graphics with continuous tones, such as photos.

Layer A type of item available in Freeway Pro which uses CSS to position the item exactly.

Link map A Freeway Pro-only feature which will display a graphic representation of how the pages, items and hyperlinks of your site interact.

mailto: An external protocol which creates an email hyperlink. The hyperlink makes a visitor's default email program launch when clicked on.

Map area An area drawn with the map area tool which can be hyperlinked. Most commonly used to define areas to be hyperlinked on top of a graphic.

Master page A special page which can be used to display commonly used items on every page based on that master. Changes to the master page will be automatically reflected on all pages based on that master.

Media folder A folder which sits in the same folder as your Freeway file (if it was created from a template), where you can place any media files you've already prepared for your site.

Meta tags Information stored in the HTML code of a web page, containing description and keywords which can be indexed by search engines.

MOV file A common format for movie files with audio used on the web. MOV files use Apple's QuickTime to play multimedia files through a browser plug-in.

MP3 File A common format for audio files used on the web.

MPEG (Moving Picture Expert Group) file A common format for movie files with audio used on the web.

Multimedia A term used to describe a project which combines text with pictures, video or audio.

Navigation bar A group of rollovers on a page, usually displayed as a row or column to aid navigation of your site. Freeway's CSS Menu Action is a quick and simple method of creating a drop-down-and-fly-out navigation bar.

MySQL A common open source database used on the web.

Online shop *See* E-commerce.

Option-click To click on an item with the standard mouse button while holding down the Option key (sometimes the ⌥ key or called Alt). In Freeway, you can change the names of pages in the site panel by Option-clicking on a page's name, for instance.

Parent An item in which other items are 'nested'. Nested items are known as 'child items' or 'children'.

PDF (Portable Document Format) file A common cross-platform file format for documents containing text, graphics and hyperlinks in which fonts can be embedded so they display exactly as they were created. PDFs can be displayed in a browser or downloaded and opened using Adobe's Acrobat Reader or Apple's Preview.

Perl (Practical Extraction and Reporting Language) A common scripting language used on the web. Most often used on Unix servers.

PHP (PHP: Hypertext Preprocessor) A common scripting language, processed on the server, allowing pages to be generated based on user requests.

Pixel A common unit of measure in web design. Pixels are the individual points of information on a computer screen, so the resolution of the screen dictates the actual physical size.

Plug-in An extra application built in or added to web browsers to give extra functionality such as displaying different types of files.

PNG (Portable Network Graphics) file A common format for graphics used on the web. PNGs support millions of colors and transparency, and can be used for photos or graphics of solid color.

Pop-up window A window which appears when a rollover is triggered on mouseover or by clicking.

Preview Viewing a page to see how it looks in a browser. Freeway offers a quick method by clicking on the Preview button in the main interface, but the most reliable method is to preview the page in a web browser.

QuickTime A technology used to embed multimedia content into a web page and to display it in a web browser.

Real Audio file A common format for audio files used on the web.

Real Video file A common format for movie files with audio used on the web.

Responsive layout A modern technique in web design which lets you set up changes to the layout of a page so the site works well on mobile devices which have narrow screen widths. A tutorial in how to build a responsive site in Freeway appears in the *Freeway Reference*.

Right-click To click on an item with the right mouse button on a two-button or multi-button mouse. This is the same as Control-clicking on an item with a single-button mouse. In Freeway, this gives access to contextual menus.

Rollover A text rollover or graphic which triggers a change of color or other defined function on mouseover or when clicked.

Script A text file written in a simple computer language (such as JavaScript) in the form of a collection of statements which invokes a behavior or group of behaviors.

Search engine A program used to search and index pages on the web. Common search engines are Google and Yahoo.

Shockwave A technology used to embed multimedia content into a web page.

SIT (StuffIt) file A common format for compressing a file for Mac computers to be downloaded over the internet, now less common than a Zip file.

SQL (Structured Query Language) A language used for interacting with relational databases, for example MySQL.

Server-side technology Functionality of a web site which can't be achieved by the design and coding of the site on the user's computer. Server-side technology requires your server to support external scripting libraries and other facilities. You will need to check to see if your server offers this support.

Shift-click To click on an item with the standard mouse button while holding down the Shift key. In Freeway, you select multiple items by Shift-clicking on items one at a time.

Streaming Receiving audio and video files over the internet so the user can view the file as it is being transferred.

SVG (Scalable Vector Graphic) file An XML-based graphic format which can be scaled without the image becoming pixelated.

Target image A graphic or photo which displays on a page when a rollover triggers it to do so.

tel: An external protocol which creates an telephone hyperlink for use with mobile communication devices such as the iPhone. The hyperlink makes the device call the designated phone number.

Upload To transfer files or data from the user's computer to a remote computer or server. The opposite of 'download'.

URL (Uniform Resource Locator) The address of a resource (for instance a web page), commonly entered into the address bar of a browser (such as http://www.softpress.com).

W3C (World Wide Web Consortium) The organization responsible for managing standards for the World Wide Web.

Web address *See* URL.

Web Applet A small application which is downloaded from the web and run on the user's computer.

Web browser A program used to display web pages, such as Safari, Firefox or Internet Explorer.

Web form See HTML Form.

Web host The company that hosts your web site and to whose server you upload your site files to.

Web-safe color Modern computer screens can display millions of colors, but color accuracy on older screens and older web browsers can only be guaranteed by using the list of 216 web-safe colors.

Web-safe font Fonts on your web site will only display correctly if the visitor has the same font loaded on their computer. Most visitors will have the 'core fonts' loaded, but the only fonts guaranteed to be web-safe are the CSS generic font families of serif, sans-serif, etc., which Freeway will automatically ask a browser to use if any core font is not found.

Web server A computer which is set up to deliver services or information stored on its hard disk to other computers, such as web content to a user's web browser.

Windows Media file A common format for audio and video files used on the web. Windows Media files usually have a suffix of either .wma (for audio files) or .wmv (for video files).

WinZip file *See* Zip file.

WMA file *See* Windows Media file.

WMV file *See* Windows Media file.

WML (Wireless Markup Language) A language used for viewing web data on hand held devices, based on a modified version of HTML.

WWW (World Wide Web) The global network of computers linked to the internet allowing transfer of data using HTTP.

WYSIWYG (What You See Is What You Get) A term used to describe how a web site being designed on-screen appears exactly as it will appear on the web. Freeway is a WYSIWYG program.

XHTML (Extensible Hypertext Markup Language) The latest, version of HTML, developed by W3C.

Zip file A common format used to compress a file ready for downloading over the internet. Mac computers automatically decompress (unzip) Zip files after downloading.