Creating HTML documents in Adobe® PageMaker® 6.5

New!

Improved!

Check it out...

PLEASE NOTE: These tips work equally well on Windows® or Macintosh® platforms. Keyboard shortcuts are noted for both platforms: the Command key on the Macintosh maps to the Windows Control key, and the Option key maps to the ALT key.

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So why would you use PageMaker to produce content for the Web? Here are two reasons: To convert existing publications into Web-appropriate content quickly and to easily take multiple-column layouts and export them as HTML tables— both without writing a word of HTML code. In PageMaker 6.5 the revamped HTML Export plug-in automatically converts graphics to GIF or JPEG files and allows you to map text styles to HTML styles. But its coolest new feature is the ability to preserve the layout of your pages and export them as HTML tables. There's a world of difference between 6.0 and 6.5 when it comes to exporting to HTML and making links. This tip will go over the basics of exporting pages to HTML. For a thorough set of tips about creating links, check out *Hyperlink-o-rama*.
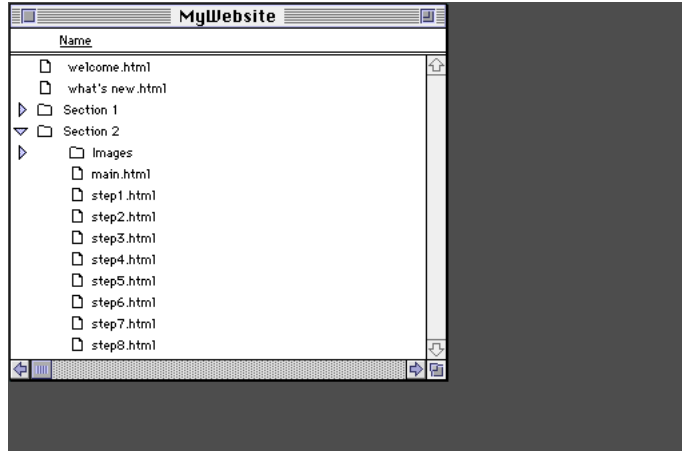
To create successful Web designs, it helps to have a basic understanding of the current design limitations in HTML. Keep your designs simple and keep images small (file-size-wise, that is). Work with your Internet service provider or your company's Webmaster so that the files you provide are clean and consistent with their conventions. These production tips will help ensure quality and efficiency in your HTML work with PageMaker 6.5.
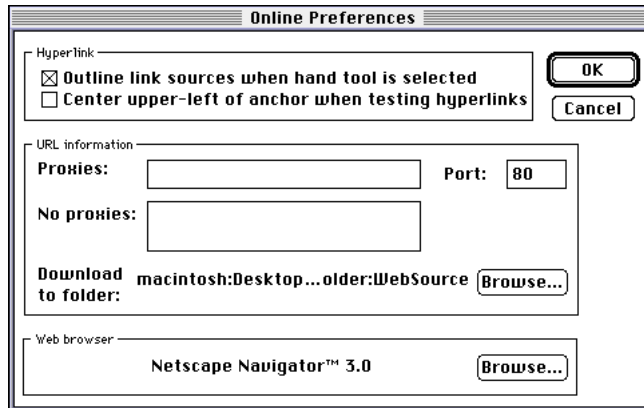
GETTING STARTED WITH HTML IN PAGEMAKER

1. Before you save and export Web pages, set up a folder hierarchy and file-naming convention. Check with your Webmaster or Web service provider for advice about an appropriate hierarchy of folders for your Web pages. Maintain that structure absolutely as you create your files and when you post them to your Web Server.

Site structure
Try to keep your directory structure flat. For example: <SiteName> folder/section1/ images. Your file names should contain no spaces or special characters. If you must have a space, use an underscore instead. PageMaker 6.5 will automatically append .gif or .jpeg/.jpg to the image's file name when it exports to HTML.
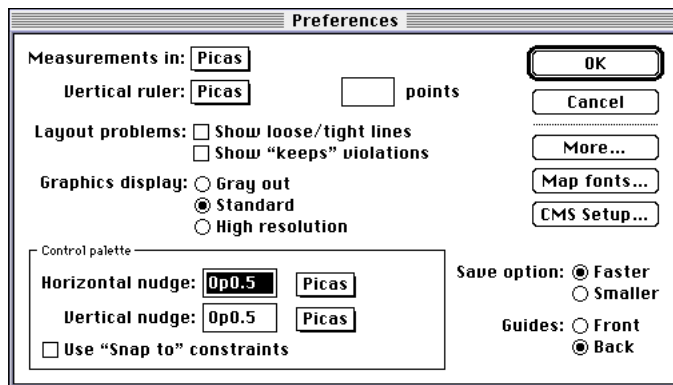
2. Customize your copy of PageMaker 6.5 with Web-friendly defaults. With no documents open, choose File>Preferences>Online. Then, deselect Center Upper-left of Anchor When Testing Hyperlinks in the Hyperlinks section, and identify the Web Browser with which you'll view your HTML pages by clicking the Browse button in the Web browser section.

HTML Import
Not only can you export HTML and their associated linked files with PageMaker 6.5, you can also import HTML a variety of ways. To specify the folder into which these files get copied on your hard disk, click Browse in the Download to Folder option of Online Preferences.
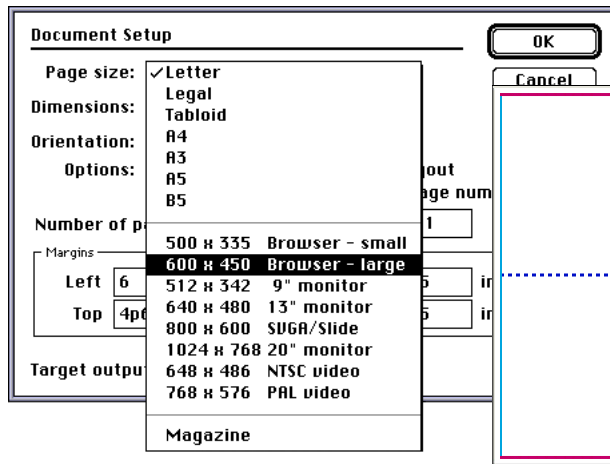
3. The measurement system of choice for the Web is pixels. To simulate pixel measurements in PageMaker, use picas and points. Choose File>Preferences>General to set picas as your measurement unit. Then, when you type 0pxx, anything that follows the p will be in points or pixels.

It really helps to know enough about HTML standards to predict what layout and design techniques can be accurately reproduced in HTML. For example, if you want nonstandard display fonts, you should convert the text into a graphic. You should also avoid overlapping objects. If you have overlapping elements, group them and convert them to a graphic. As we gather more conversion tips, we'll share them with you in future Tip & Technique documents.
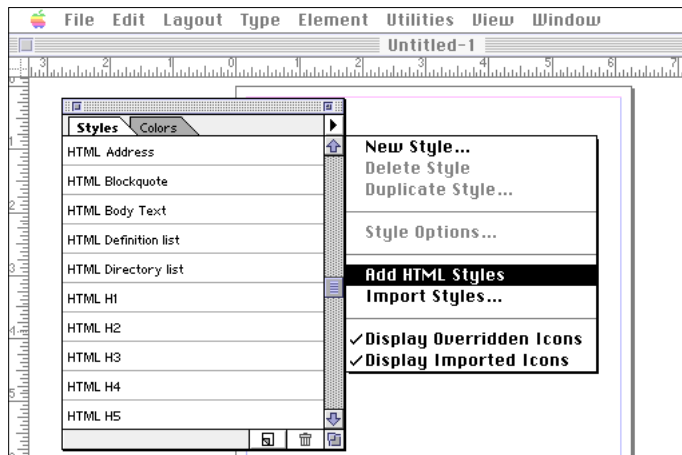
CREATING A NEW HTML DOCUMENT

1. Choose File>New, and then select one of the new Web page sizes: Browser-large or Browser-small. These two sizes represent the most common image areas for Web pages. Ask your Webmaster what the standard page width is for your site. If you're the boss, research or make an educated guess about the most common width visitors will use to view your site.
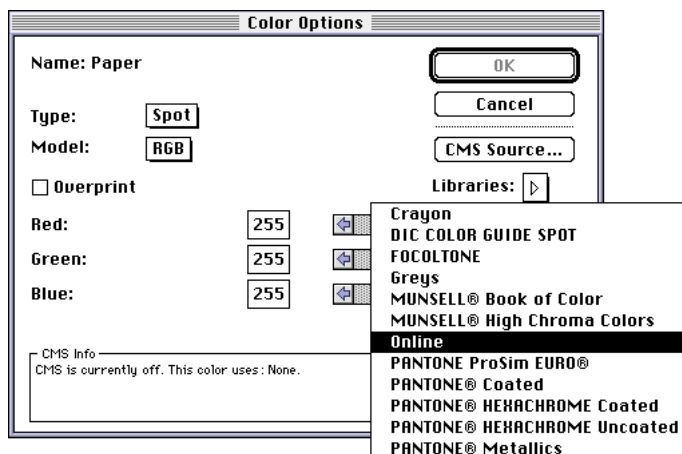
Relative page sizes
The preset Browser pages equal one window's worth of content. Many HTML pages are longer. To design with scrolling in mind, try editing the page dimensions to be two windows tall. Choose Browser-large, and then double the height and set the orientation to Tall.

2. You can open HTML text styles by choosing Add HTML Styles from the Styles palette pop-up menu. These styles help you specify type that looks roughly like HTML-styled serif text. Bulleted and numbered lists do not display in PageMaker exactly as they will in HTML. To check their final appearance, export to HTML and view them in a browser.

Checking styles
To quickly proof which HTML styles are applied, you can use the Story Editor. Click on text and choose Edit>Edit Story. Select View Style Names on the Story menu. If you see a bullet rather than a style name, then the adjacent paragraph has no style applied; click an insertion point in the paragraph, and apply a style.

3. PageMaker 6.5 has a special color library for Web documents. Use it to specify the color of text or page background. Since PageMaker's Paper color acts as a background color, you can define the background color for your HTML pages by editing Paper in the Colors palette. Double-click Paper, and choose Libraries: Online. Then choose a swatch and click OK.
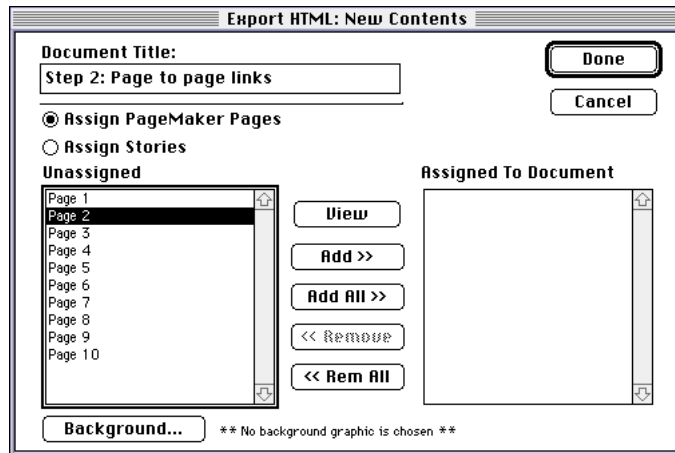
Online colors library
The colors in the Online colors library will display consistently in Macintosh and Windows browsers and will not dither. This is the same set of 216 colors as the Web palette in the Indexed color mode in Photoshop® 4.0 or the Browser-safe colors in Adobe Illustrator®.

You have several options for how you convert your PageMaker pages into HTML files. You can: (1) Export pages to standard HTML.(Text will flow in a linear fashion and graphics will appear in the text in the order they appear on the page.)(2) Export stories. (This option works best when you want to reorder the stories and when graphics are placed in-line with the text.)(3) Export pages that preserve the layout. (PageMaker uses HTML tables to position elements as accurately as possible on the HTML page.)
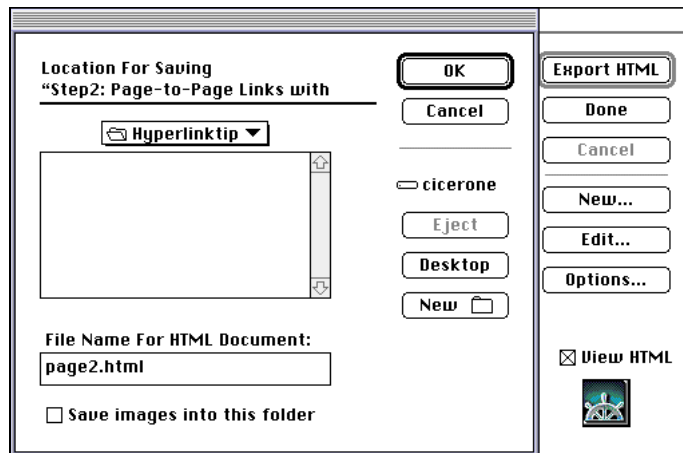
EXPORTING PAGES TO HTML

1. Choose File>Export> HTML. If you have a long document with lots of styles, it may take awhile to analyze it and display the Export HTML dialog box. Click New to give your document a title that will appear in the title bar for that page and click on the pages you want in Unassigned then click Add to select the pages that make up this particular HTML file.

Export HTML: New Contents

Document Title:
Step 2: Page to page links

Done
Cancel

◉ Assign PageMaker Pages
○ Assign Stories
Unassigned

Page 1
Page 2
Page 3
Page 4
Page 5
Page 6
Page 7
Page 8
Page 9
Page 10

View
Add >>
Add All >>
<< Remove
<< Rem All

Assigned To Document

Background...   ** No background graphic is chosen **

Create many HTML files from one document
You can break up your PageMaker document into multiple HTML files. For example, you can export a title page and table of contents as a home page and the remaining pages as other HTML pages that link to the home page.
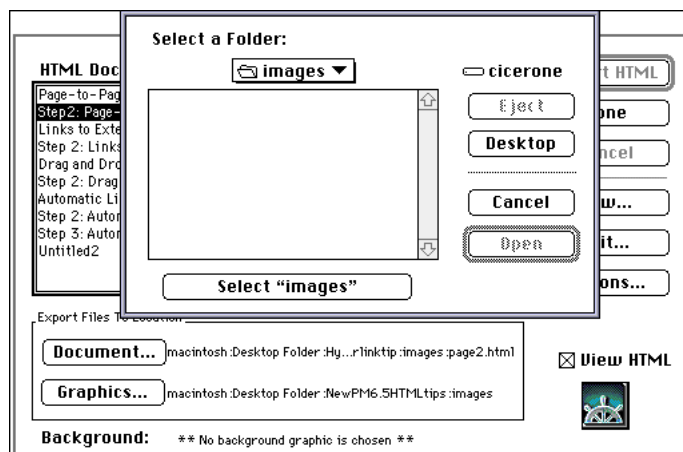
2. You can also add a background pattern here. Click Done. Now choose the location to which you'll export your HTML files by clicking Document. Name your file with the .html/.htm extension. To create a new folder for your HTML files and images, click New to create a new folder and then name the file and click OK.

Location For Saving
"Step2: Page-to-Page Links with

📁 Hyperlinktip ▼

💾 cicerone

Eject
Desktop
New 📁

File Name For HTML Document:
page2.html

☐ Save images into this folder

OK
Cancel

Export HTML
Done
Cancel
New...
Edit...
Options...

☒ View HTML

Background pattern
To assign a background pattern to your page, just click the Background button when you create a new HTML document. Locate the GIF file you'll use for your background. Your background GIF should be in the GIFs/Images folder for your site.

3. By default, all of the images associated with the file are copied into the folder you selected for the HTML document. If you want images saved in a separate folder, deselect Save images into this folder in the Document location for saving dialog, and click OK. Then click Graphics, and select the appropriate folder for the images.
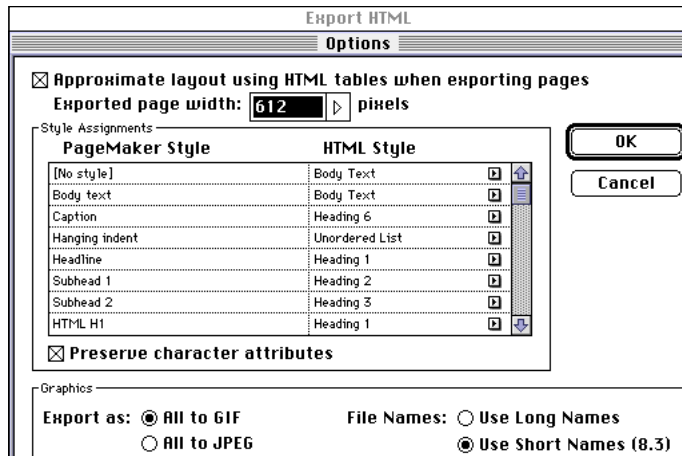
Select a Folder:
📁 images ▼

💾 cicerone

HTML Doc
Page-to-Pag
Step2: Page-
Links to Exte
Step 2: Links
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Step 2: Drag
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Step 2: Auto
Step 3: Auto
Untitled2

Eject
Desktop
Cancel
Open

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Select "images"

Export Files To Location
Document... macintosh :Desktop Folder :Hy...rlinktip :images :page2.html
Graphics... macintosh :Desktop Folder :NewPM6.5HTMLtips :images

Background: ** No background graphic is chosen **

☒ View HTML

Lines but no boxes, ovals, or polygons
PageMaker-drawn horizontal lines will be converted to horizontal rules (<HR>) on the HTML pages. But boxes, ovals, or polygons must be converted into a graphic to export successfully into HTML.

You can do a one-step export from a print document to a Web document and convert TIFF, PICT and EPS graphics easily to Web image formats. PageMaker exports them in their original (usually large) color depth. Since images on the Web should be as small as possible, to try to reduce their file size before you export your final web page. So here's my recommendation: Do one export, tweak your design, and check out the file sizes for the GIFs and JPEGs that were exported. Then select the large images and reexport them with more control using Export graphic in PageMaker, or use Photoshop to reduce their file size and relink them.

EXPORTING PAGES TO HTML (continued)

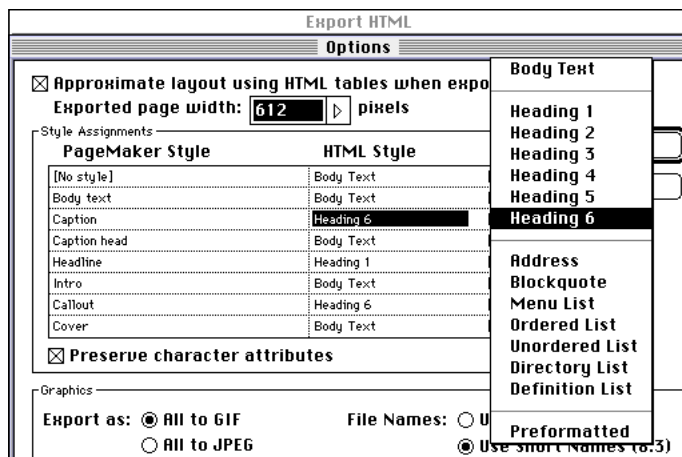**4.** Now click Options. In the Options dialog box, you can set whether your pages will be exported to HTML tables or not, map styles, and define how graphics are converted to a Web-friendly format. To export documents with the basic layout preserved, check Approximate Layout Using HTML Tables When Exporting Pages.

Exported page width
The pixel dimension that displays in the edit box is your current page width. You may choose from one of the preset page widths in the drop-down menu or type in a new value. All of the elements on the page will be scaled appropriately depending on the width you choose.
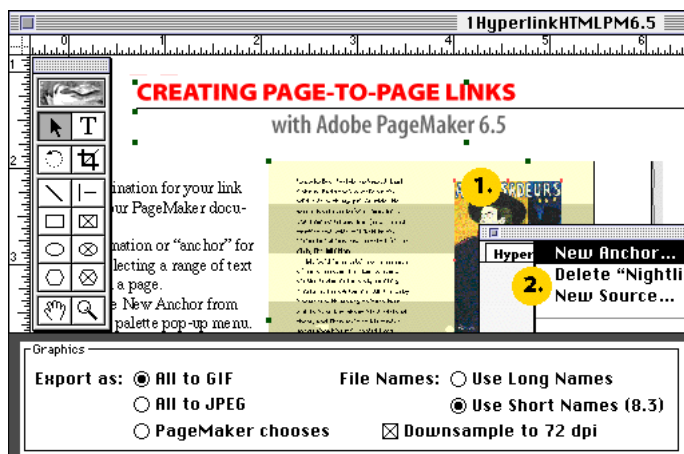
5. If you've applied paragraph styles to your text, you can map PageMaker styles to standard HTML Styles here. If you've already assigned HTML styles from the Styles palette, no mapping of styles is necessary. PageMaker will pass along local character-level text formatting, such as bold, italic, and text color if you check Preserve Character Attributes.

Regular HTML
If your document is only one column with a few graphics or the graphics are placed in-line with the text, deselect the Approximate Layout Using HTML Tables option to generate regular HTML output.

6. When you export HTML, all of the images in your file will convert to GIF or JPEG format and be saved into the folder you've identified for images. You'll want to downsample them to 72 dpi as well. If you already have GIFs & JPEGs placed in your document and saved in the proper folder, deselect Downsample to 72 dpi, so PageMaker only creates the HTML file.
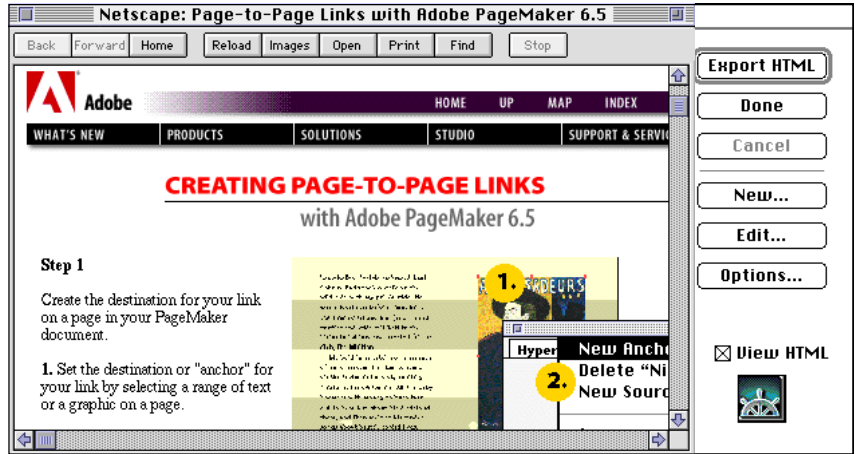
GIFs, JPEGs and color settings
The PageMaker Chooses option converts full color-images to JPEGs and indexed-color or grayscale images to GIFs. PageMaker applies the Netscape color palette and interlacing to images exported to GIF. Images exported to JPEG use a Medium compression setting.

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7. After you export the file, if you have View HTML checked in HTML Export, the HTML file opens in the browser you specified in the Online Preferences dialog box. You can then proof your work, and test your links. If necessary, make corrections to your PageMaker file, and reexport it. Or, if you know HTML, you can open the file in an HTML editor to modify it.