Creating

HTML documents

in Adobe® PageMaker®
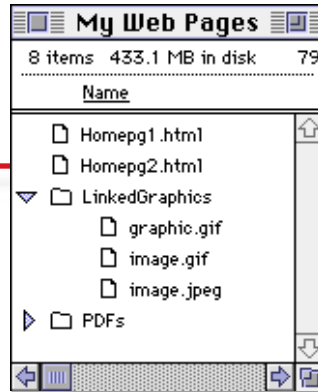
Laura Perry, Creative Director at Adobe, offers some tips and techniques for laying out HTML documents from scratch with Adobe PageMaker 6.0

So you want to design your own home page and you don't have a clue how to write a word of HTML (Hypertext Markup Language)? One way to get a jump start is to use the free HTML Author plug-in in Adobe PageMaker 6.0. There are lots of design limitations inherent in HTML, so a good rule of thumb is keep it simple and keep it small (file size, that is). Also, work with your Web service provider or your company's Webmaster to be sure that the files you provide are clean and consistent with their conventions. The following production tips help ensure quality and efficiency in your on-line work.
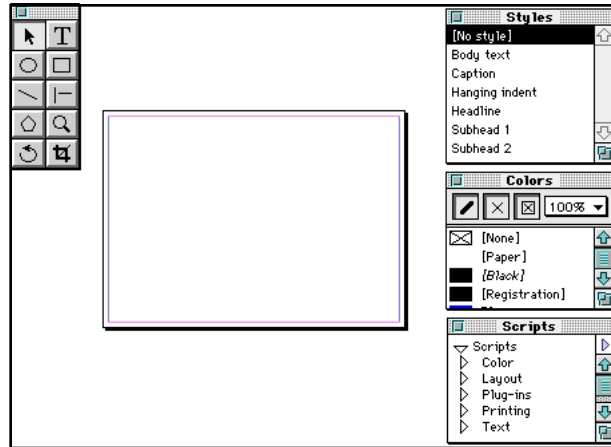
When creating HTML documents, remember that your page size and page design are not fixed. Readers can resize HTML pages by resizing their Web browser application window so that text and graphics reflow accordingly, and the browser window can be scrolled so that a page can be any length. Therefore, we recommend that you design with the smallest view in mind, placing all graphic elements "inline" with the text. That way, you can drag the corner handles of a text block and see how the contents of your page will reflow when the browser window resizes.

PREPARING PAGES, TEXT AND GRAPHICS

1. Choose File > New, and enter the following values:
• For Page Size, type 0p480 by 0p344. For Left, Right, and Top Margins type 0p8.

These settings produce a page that corresponds to the image area of the Netscape™ Browser. If you prefer to see how a page might scroll, use a page size with double the height or 0p688 with a Tall orientation. This will give you two screens worth of content.
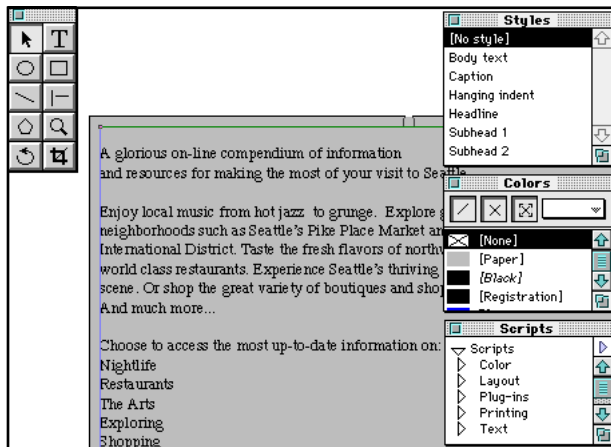
Background color
You can set your Paper color in PageMaker's Color palette to the default gray background used by most Browsers. Netscape's default gray is R191, G191, B191.
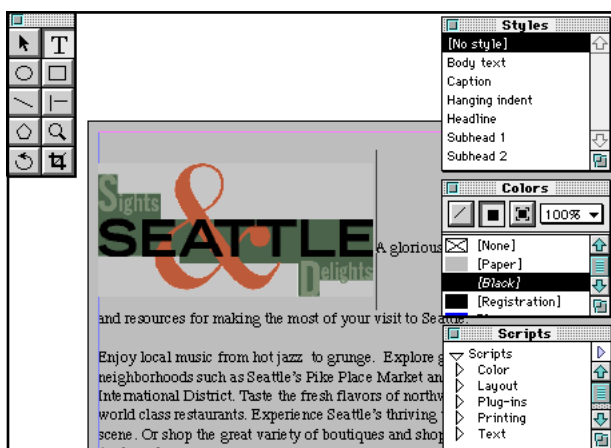
Red:	191
Green:	191
Blue:	191

2. Type, paste, or place your text into a single column on each page. Don't worry about formatting the text at this point, as the HTML format removes most typographic effects such as tracking, kerning, and paragraph alignment. Most browsers allow their users to specify either serif or sans serif text as their default text style, so it's best to specify Times or Helvetica, since these typefaces are common on most platforms.
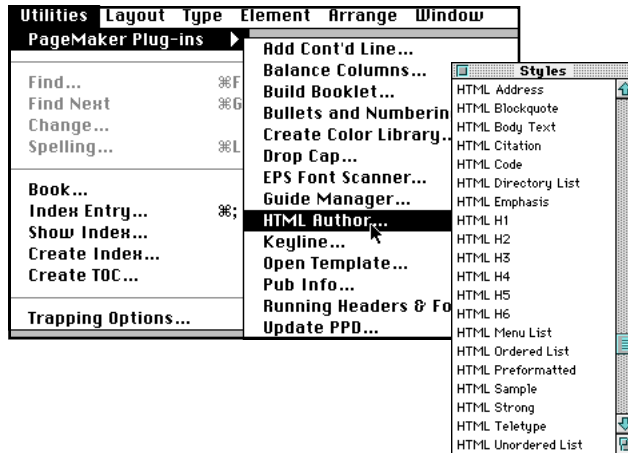
Templates
You can also start a new publication from professionally-designed template samples, which are available on Adobe's website (http://www.adobe.com/). Included are simple templates, examples of on-line catalogs and design etiquette tips for the Web.

3. To place graphics inline with the text, select the text tool and click an insertion point in your text where you want an imported image to appear, choose File > Place, and double-click the name of the graphic. Remember all graphics for HTML must be saved in the GIF or JPEG format. Repeat this step for each graphic you want to include in the document.
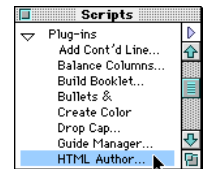
PREPARING PAGES, TEXT AND GRAPHICS

4. Load up your Styles palette with HTML styles: Choose Utilities > PageMaker > Plug-ins > HTML Author. The styles are added automatically to your publication the first time you run this plug-in and are ready to be applied. For more information on HTML Styles, see page 373 of the *Adobe PageMaker 6.0 User Guide.*
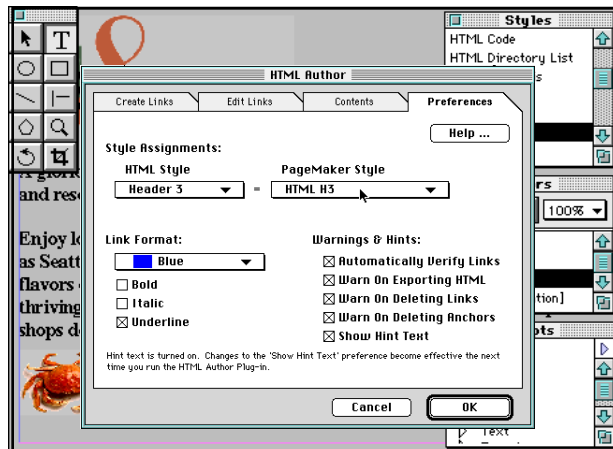
Launching shortcut
To get in and out of the HTML Author quickly, just double click "HTML Author..." in the Plug-ins section of the Scripts palette.
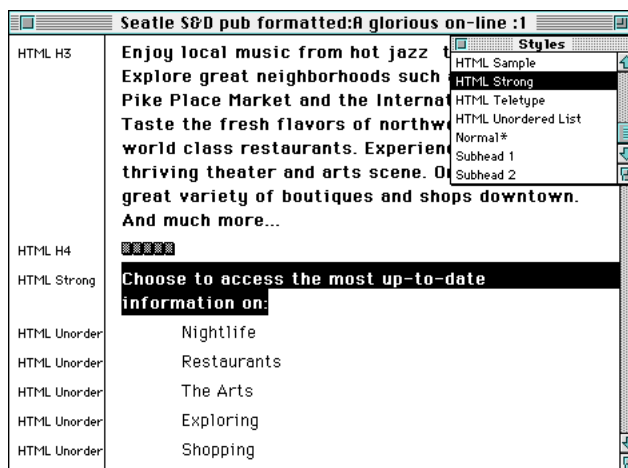
5. If you've already applied paragraph styles to your text, you can map your PageMaker styles to standard HTML Styles. While still in the HTML Author dialog box, click Preferences and specify how you want each PageMaker style you've applied to map to an HTML Style.

Keeping current with plug-ins
Be sure to look on the Adobe Website (HTTP://www.adobe.com/) regularly for new GIF filters for Adobe Photoshop® and Adobe PageMaker and for new versions of the Adobe PageMaker HTML Author plug-in.

6. Be sure to apply an HTML style to every line in your document. You can proof your Styles in PageMaker's Story Editor to be sure each paragraph has a style associated with it. Make sure the Story > View Style names command is checked. A bullet rather than a style name in the left column means that the associated paragraph has no style applied; click an insertion point in the paragraph and apply a style.
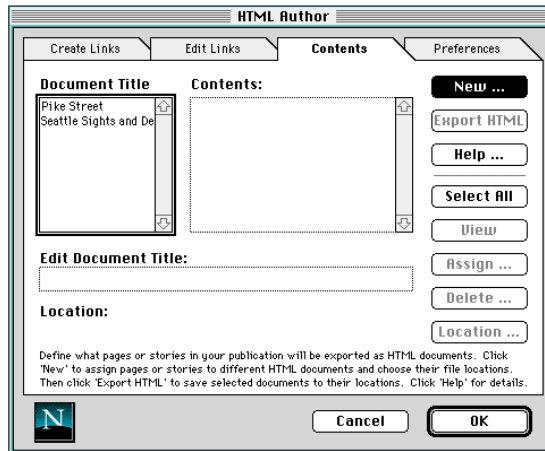
Horizontal rules
To visually separate sections of your web page, you can add a horizontal line by drawing it with PageMaker's drawing tools. Select the line with the Pointer tool, then choose Edit > Cut. Next, click an insertion point with the text tool where you'd like the rule and choose Edit > Paste and press the Return key.

Check with your Webmaster or Web Service provider for advice about how to set up the hierarchy of folders for your Web pages. Maintain that structure absolutely as you create your files and when you put them on your Web Server. Set up this folder hierarchy ahead of time, before you save and export your Web pages.
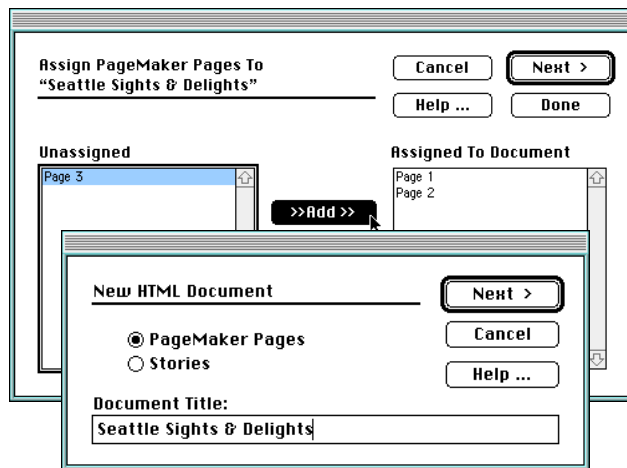
EXPORTING THE CONTENTS OF YOUR DOCUMENT TO HTML

1. Choose Utilities > PageMaker plug-ins > HTML Author and click on the Contents tab. To create the HTML file from your PageMaker document for export, you'll need to give it a title (which will appear in the title bar of the Browser) and assign pages from your PageMaker document to the new HTML document you're creating.

2. Click the New button and perform the following steps:
• Select the PageMaker Pages option and type the title for your first HTML document. This title will appear in the title bar of your HTML document when viewed in the browser.
• Click Next, and select which PageMaker Pages to add to your HTML document. Each page appears in the dialog box.
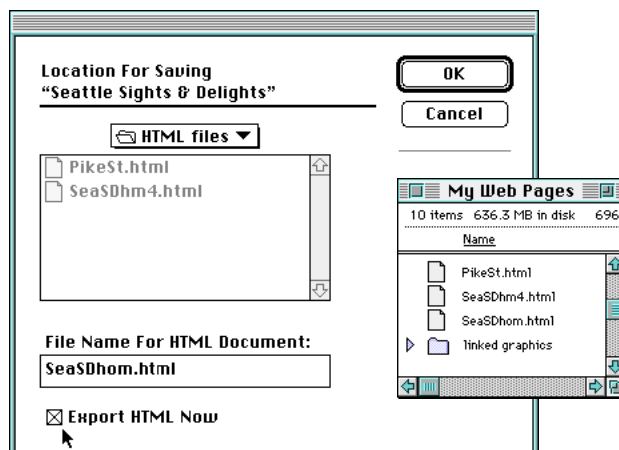
File Naming
Your file names should contain no spaces or special characters. If you must have spaces, use an underscore instead. All HTML files should have the .html file name extension, all image files should have the .gif or .jpeg extension depending on their file format. PC servers use 3 letter extensions (.htm,.jpg).

3. Then name the file and save it to a specific location.
• Click Next to name your HTML file (this is different from the document title) and define the location where it will be saved.
• Select the Export HTML Now option and click OK.
• Repeat from step 2 for all documents you wish to create from this publication.
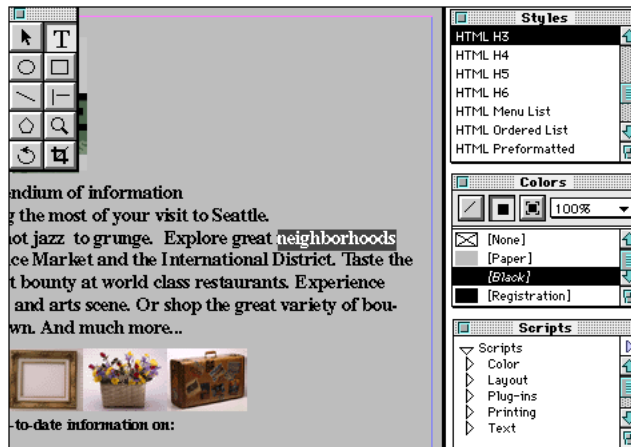
Folder Hierarchy
All of your files should be organized into one folder containing the following:
• HTML files
• Images folder (GIF's, JPEG's and other images your HTML files will link to)
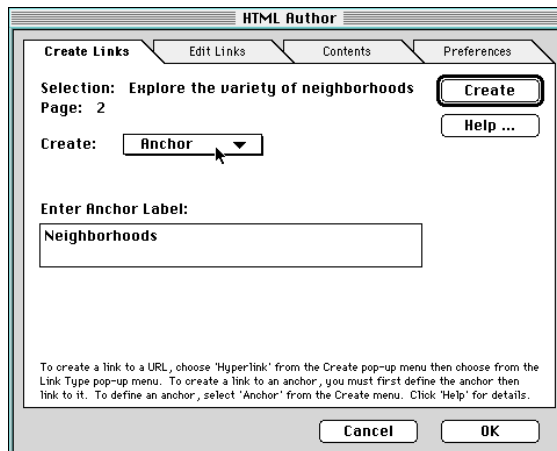• Linked files folder containing other associated files such as PDF's or movies that may be downloaded .

Links and Anchors allow you to specify ways of navigating within and between HTML documents Links also allow you to link to other file types from your HTML page. Anchors are a way of navigating to a specific spot within an HTML document. When you specify a word or graphic to be an anchor, it makes the anchor the destination for a link and puts the part with the anchor at the top of the window.
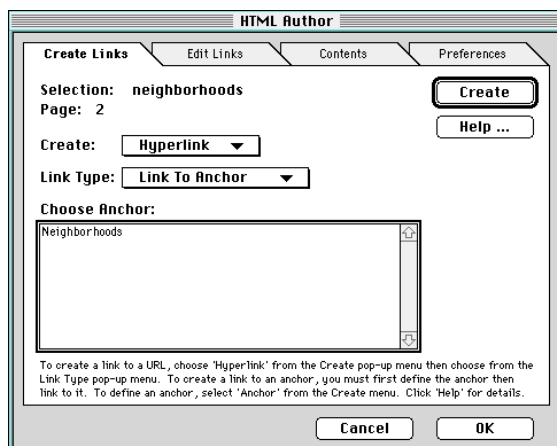
ASSIGNING LINKS AND ANCHORS

1. To create an anchor (a specific destination on the page you want a link to go to) click on the Text tool in the tool palette and drag to select the word or image you'd like to apply an anchor to. In PageMaker, when you assign an anchor, it will put the PageMaker page where the anchor is at the top of the window.

2. Then choose Utilities> PageMaker Plug-ins>HTML Author. In Create Links, choose Anchor from the Create: popup. Give the anchor a label name that you'll remember. Click the Create button. Next, go the page where you want the link to originate, select the word or image with the text tool, double click HTML Author in the Scripts palette.
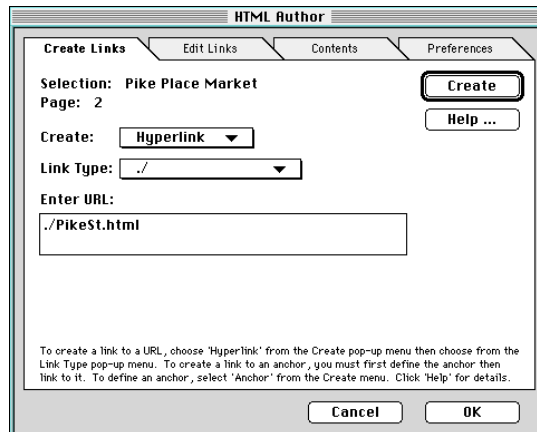
3. In Create Link, choose Create: Hyperlink, Link type: Link to Anchor. When you choose Link to Anchor, click on the name of the anchor and click the Create button. OK out of the dialog.

Most links are created by specifying a specific URL (Uniform Resource Locator). The URL should have this syntax: <service>://<servername>/<directory>/<document>. Here's a generic example: http://www.myserver.org/myhomepage/home.html. You can make links to a variety of URL types, such as FTP, Gopher, HTML pages, Email, news groups, remote login, telnet, etc.
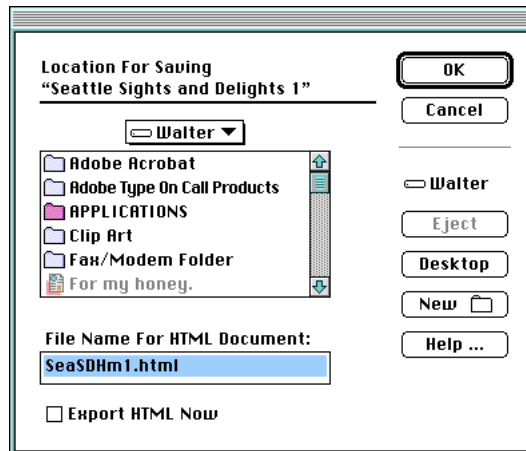
ASSIGNING LINKS AND ANCHORS

4. To link to a specific page URL, for example a page within the same HTML document, highlight the word or image that will be the link, launch the HTML Author plug-in, and click Create hyperlink. Enter the URL in the URL edit box. If the file you're linking to is in the same folder or directory, you can choose ./ in the Link Type popup menu and type in the file name following it.

Link types

./   means the linked file is in the same folder or directory as the HTML file.

../   is one folder or directory up.

../../   is two folders or directories up.
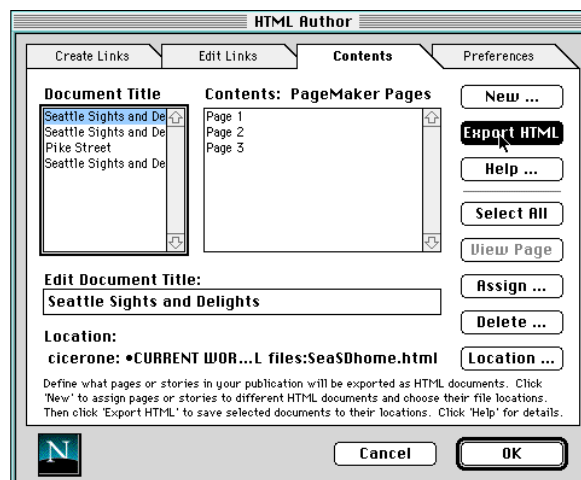
../../../   is three folders or directories up.

5. The URL must indicate exactly where that page is. A shortcut to get the exact page URL is to click on Contents, Click on Document title, click on the specific page in Contents: PageMaker pages, click the Location button, copy the highlighted File Name for the document. Cancel out of the Locations for Saving dialog. Go back to the Create Links tab and paste the name into the URL edit field.

Text link display
Text links will display in PageMaker with the default blue, underlined type, unless you've specified links to be indicated differently in the Preferences section of the HTML Author.

6. Once you've created all of your links and anchors, export your PageMaker document to HTML. Launch HTML Author one last time, click Contents tab, select the file you want to export, click on Export HTML button.
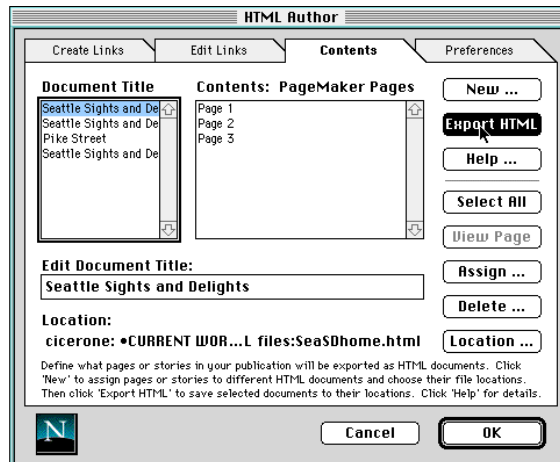

Graphic link display
Independent graphic links display with the typical blue outline. Inline graphic links will not display in PageMaker. They will display when you proof your exported HTML document in a Web browser; you will see a blue outline around the image you've applied the link to.
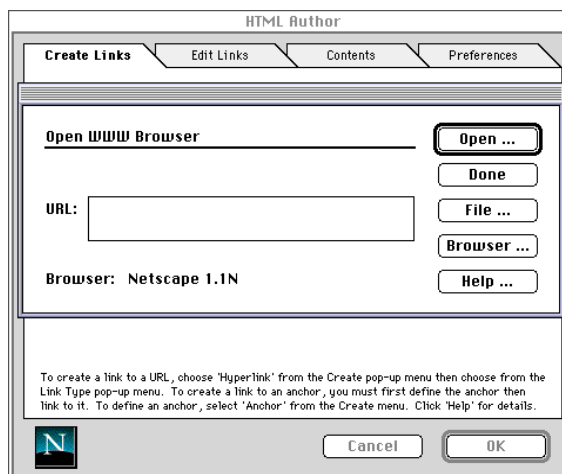
ASSIGNING LINKS AND ANCHORS

7. Remember to Export HTML one last time by choosing the HTML file in the Contents section of HTML Author and clicking the Export HTML button.

8. To proof your newly created HTML file, launch your browser and use the Open file feature. If you notice mistakes you'd like to fix, you can go into PageMaker and make the changes, edit links, etc. and re-export the HTML to the same named file. Or, if you're familiar with HTML programming, you can also edit the HTML source code directly at this point.

9. Or if you've downloaded the latest version of the HTML Author Plug-in from Adobe's Website, you can preview and proof your files directly from within the HTML Author Plug-in by clicking on the WWW button in the lower left corner of the Plug-in dialog. Locate your Browser then locate your File; choose Open. Henceforth, the button will be the icon of your browser.