



Getting Started  
with Freeway

# CSS and Styles Primers

*(Freeway 4 Pro only)*



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
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## Assumptions and conventions

To avoid ambiguity this guide adopts the following conventions:

Convention	What it means
<b>Bold</b>	Identifies a name or label that appears on the computer screen. For example: Click the <b>OK</b> button.
Computer	Identifies text that you key in at the computer keyboard.
 ,  ,  , 	Represent the special keys on the keyboard: Control, Option (or Alt), Command, and Return.

## CSS Primer

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## About the Freeway documentation

### **Getting Started with Freeway**

The *Getting Started with Freeway* guide is the ideal place to start learning about how to get the most out of Freeway. It includes an overview of Freeway's unique features and benefits, information about planning your site and publishing it on the Web, a guided tour of Freeway's main features, and a series of three tutorials showing how to use Freeway to create stunning Web sites.

### **Using Freeway**

The *Using Freeway* guide provides clear step-by-step instructions for using all the main features of Freeway, including setting up, previewing, and publishing a site, working with pages, text, graphics, tables, and forms, and creating dynamic effects. It is designed to help you translate your vision into a complete, fully working Web site.

### **Freeway Reference**

The *Freeway Reference* guide is aimed at more advanced Freeway users, and provides detailed reference information about advanced Web design features that may not be needed by all users. It also provides information about migrating from existing sites created in other Web programs, and a summary of the Freeway preference panels, palettes, and keyboard shortcuts.

### **On-line Help**

Freeway also includes a comprehensive integrated context-linked on-line help system which you can use to find information about features while you are using the product. This includes the same information as provided in the *Using Freeway* and *Freeway Reference* guides.

### **The KnowledgeBase**

The Softpress Web site also provides an advanced KnowledgeBase containing a wide range of information on every aspect of using Freeway, including technical notes on specific features, tutorials illustrating how to achieve particular effects, answers to frequently asked questions, and examples of sites created by third-party designers using Freeway. The knowledge base is fully searchable and is being extended on a weekly basis to provide answers to any question that users ask about Freeway.



Getting Started  
with Freeway

# CSS Primer

*(Freeway 4 Pro only)*



## Introduction

Originally, HTML was designed as a way of dividing a document up based on content—it was used to specify the organization of a document, not its presentation. Where presentation was concerned, it was left to browsers to decide how to display the types of content specified in a Web page, defining styles and positions based on their interpretation of the content.

Inevitably, as the Web became more popular, Web page authors began demanding more control over the presentation of their documents. The two major browsers, Netscape and Microsoft, soon started extending the HTML specification with proprietary tags, as well as differing and competing extensions. This situation caused great confusion. Needing to support as many browsers as possible and wanting to make full use of these new extensions, authors soon found Web page development was becoming increasingly time-consuming and severe. The accelerating divergence from the original premise of HTML, compounded by the requirement to use complex HTML tables to accurately position content, led inevitably to more convoluted and difficult to maintain Web pages.

Thus Cascading Style Sheets (CSS) was born—a standardized way to separate content from presentation once more, and to give authors the greater presentational control they wanted. CSS allows authors far greater control over both content styling and positioning, particularly specifying position and dimensions relative to the browser window, without confusing the HTML source.





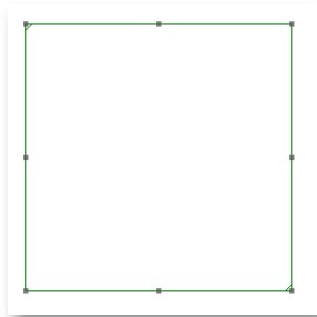
## Freeway 4 Pro and CSS

Although Freeway has offered some support for CSS in the past, it was mainly for CSS-styling. Version 4 introduces a far greater level of CSS-positioning support—so much so that it now has its very own button on the toolbar.

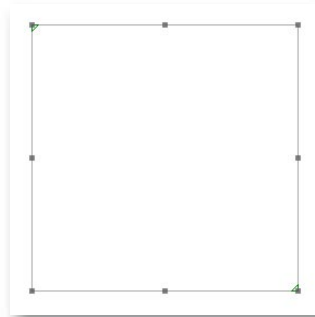
To turn CSS-positioning on, click the **CSS Layout** button in the Freeway toolbar:



All items drawn while this button is on will be positioned using CSS layout. CSS-positioned items can be identified by their differently colored border and corner mounts (by default this is set to green, but can be changed on the **Appearance** tab in the Freeway **Preferences**):

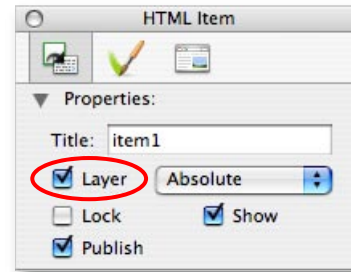


CSS-positioned HTML item



CSS-positioned Graphic item

You can also switch an item between CSS-positioned and non-CSS-positioned by checking/unchecking the **Layer** checkbox on the Item General Settings tab of the Inspector palette:



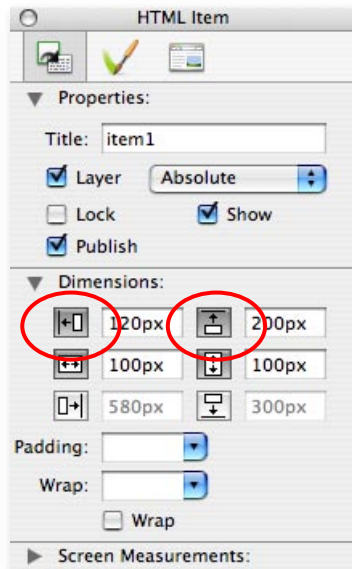


## CSS-positioning

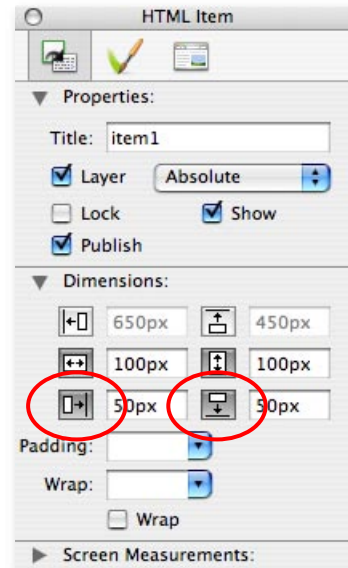
The key to understanding the difference between table-based layout (**Layer** checkbox off) and CSS layout (**Layer** checkbox on) is that table-based layout is specified relative to the Freeway page, whereas CSS layout is specified relative to the browser page.

### Positioning a fixed-size item a specified distance from the edge of the browser page

By default, Freeway specifies an item's position using two values—the distance from the top of the page, and the distance from the left of the page. This is displayed in the Inspector palette by the **Left** and **Top** positioning buttons being depressed in the **Dimensions** section of the **General Item Settings** tab:



By depressing the **Right** and/or **Bottom** positioning buttons, the position of the item can be specified to be a certain distance from the bottom and/or right edges of the page respectively:

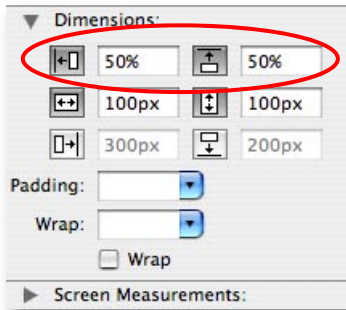


When viewed in the browser, this item will always be positioned 50 pixels from the right and bottom edges of the browser page. If this item was not specified as a layer, it would be in a fixed position 400 pixels from the left edge of the browser page and 550 pixels from the top edge of the browser page.

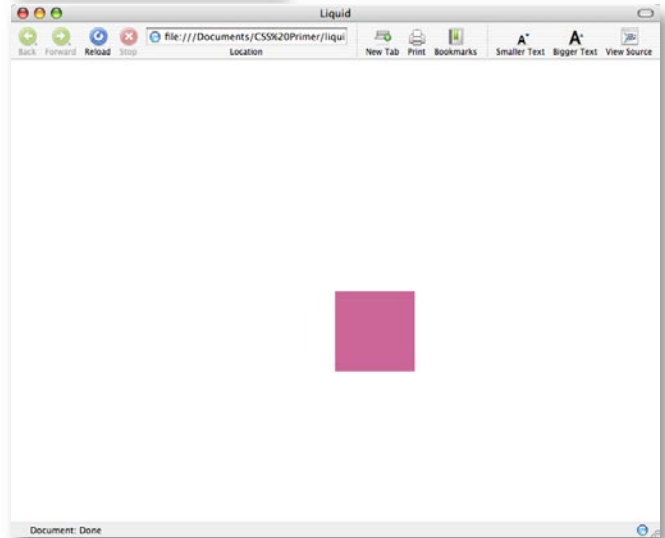
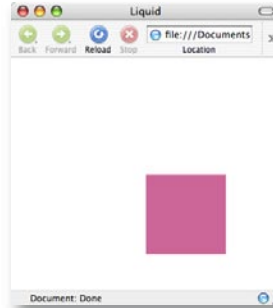


## Positioning a fixed-size item relative to the size of the browser page

A new feature of Freeway 4 Pro is to specify positions as a percentage of the width or height of the browser page. Instead of entering a pixel value into the positioning controls, specify a percentage value and when the page is viewed in the browser, the item will reposition relative to the size of the browser page or parent CSS item:



In the subsequent two screenshots, we can see the item repositioning automatically as the browser page is increased in size—the item is always positioned 50% of the browser width from the left of the page and 50% of the browser height from the top of the page:

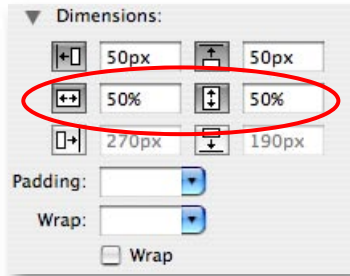


Naturally, percentage positioning values can also be entered into the **Bottom** and **Right** positioning fields.

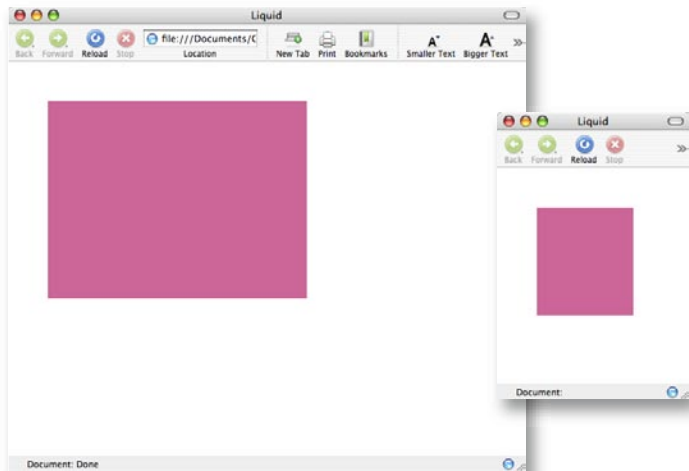


## CSS Dimensions

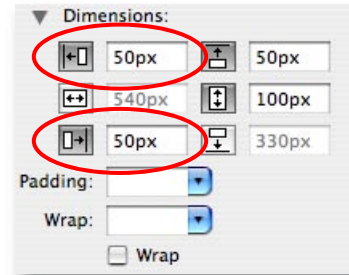
In much the same way as with positioning, an item's dimensions can also be specified relative to the size of the browser page. Items defined in this way will grow and shrink as the visitor resizes their browser page. Simply enter percentage values into the **Height** and **Width** fields in the Inspector palette:



Once again, in the subsequent two screenshots we can see the item resizing automatically as the browser page is resized:



Of course, it is entirely possible to combine all of these settings in any way you wish—for instance you can specify that the item should always be 50 pixels from the left and right sides of the page:



As you would expect, this will cause the item's width to increase as the browser page's size is increased to maintain the 50 pixel indents that have been specified.

**Note:** It is possible to give a page an alignment. If this is done, the flexible layouts described in this section will no longer work because the page already has a fixed size defined—the browser page will not resize as the browser window is resized.

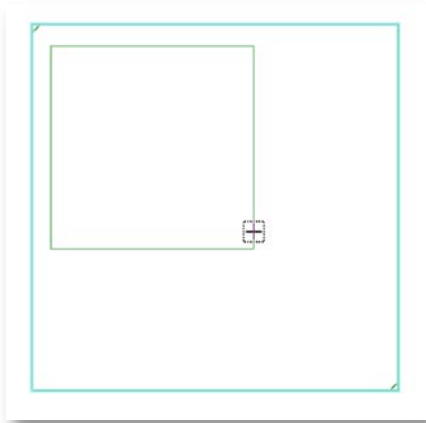


## Child Items

Also new in Freeway 4 is the ability to create child items. There are two types of child items that you can create—absolute and in-flow. Absolute child items are positioned in much the same way as top-level items on your page, except that all the position/dimension settings are relative to their parent item rather than the page. In-flow child items are items that are within the text-flow of another (parent) item, and so are positioned by the surrounding text.

### Absolute child items

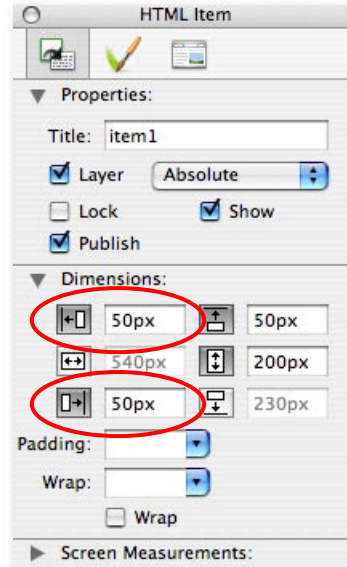
To create an absolutely positioned child item, first create a top-level item on your page. Now draw another item inside it, entirely contained within the bounds of the parent—as you’re drawing a child item, it will be indicated by the cursor having a small square around it, and the item that will become the parent of the item you are drawing will have its outline highlighted (by pressing the space bar, you can change the item that the item you are drawing will become a child of—each time it is pressed will cycle to the next available parent):



Once the child item has been drawn, it can be positioned relative to its parent in all of the ways specified in the sections **CSS Positioning** and **CSS Dimensions** above.

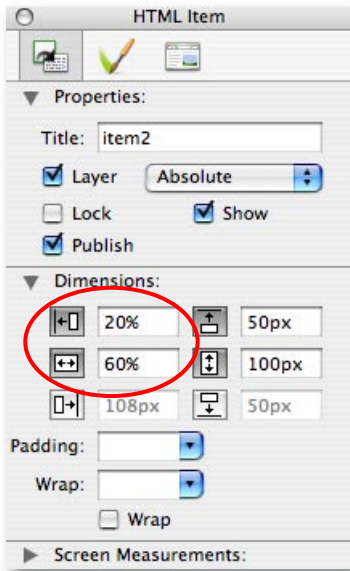
It is worth noting here that for the child item to reposition/resize as the browser page size is changed, its parent also needs to be set up so that it will resize as the browser page is resized (for top-level items, the ‘parent’ is the page which is resized when the browser window is resized—the relationship between a child item and its parent is comparable to the relationship between a top-level item and the page).

To give an example, setting up a top-level item with these settings (which specify the item is inset 50 pixels from the left and right edge of the page):

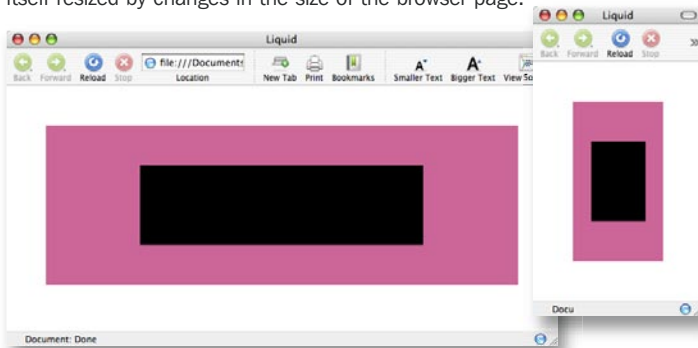




and a child of that item with these settings (which specify both a percentage left position and a percentage width):

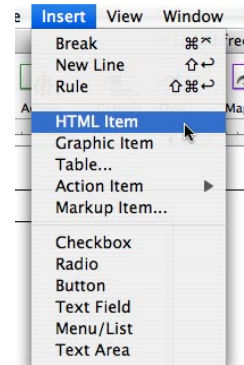


will cause the child to be repositioned and resized as the parent item is itself resized by changes in the size of the browser page:

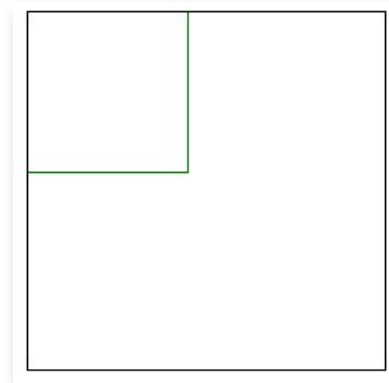


## In-flow child items

To create an in-flow child item, click inside an HTML item as you would if you wished to enter text. Now go to the **Insert** menu and select **HTML Item**:



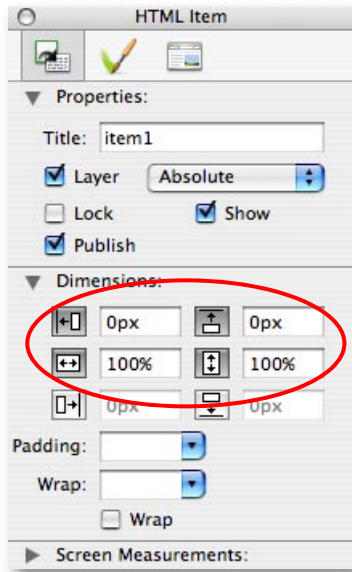
An in-flow child HTML item will be created (you can also create in-flow child graphic items or tables by selecting the appropriate option from the **Insert** menu):





For in-flow child items, because their position is determined by the text flow, you can only specify their dimensions. Set their height and width either by resizing them using their drag handles, or by setting appropriate values in the Inspector palette. As usual, you can specify either fixed pixel dimensions or flexible percentage dimensions.

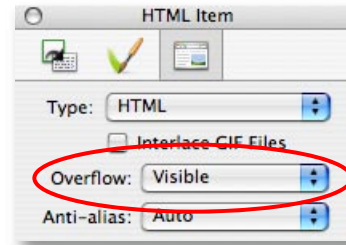
You may want to create in-flow child items that are children of the page. Freeway provides a special mechanism to do this. Simply create a layer item that is positioned as shown below (0 pixels from the left, 0 pixels from the top and 100% width and height):



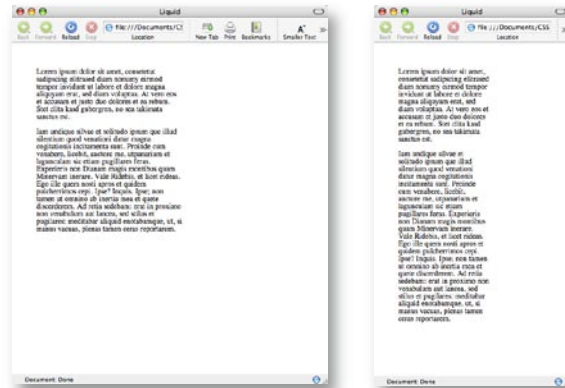
This item will not actually be published—all content within it will be placed directly into the body of the HTML file when Freeway publishes it.

## Layer HTML items and text overflow

When items are specified to resize as the browser page is resized, inevitably circumstances will occur where the text content of a layer HTML item will no longer fit within the item's bounds. CSS provides a way of dealing with such problems—the **Overflow** setting. This attribute can be set within Freeway for all layer HTML items that have text content—the relevant popup can be found on the **Item Output Settings** page of the Inspector palette for these items:



There are four values to which the Overflow attribute can be set to. The default value is Visible. This will cause text content to spill out of the bottom of the item if the item becomes too small to contain all the content:





The other values for the **Overflow** attribute constrain the text to the box in different ways. The **Hidden** value causes only content which fits inside the item to be displayed:



The last value is **Auto**. This is similar to **Scroll**, but will only display the scroll bars when the item has actually overflowed:



The **Scroll** value will cause the item to be displayed with scroll bars to allow the user to scroll through the contents of the item—the scroll bars will be displayed whether the item has overflowed or not:

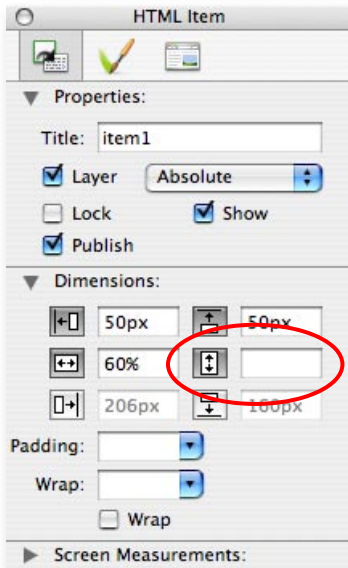




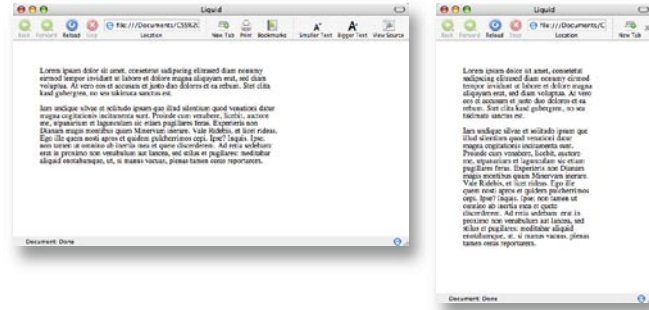


## Allowing the browser to determine the dimensions of an item

As helpful as these settings are, we may well want to allow our item to fit to its content rather than specifying how it should behave when it can no longer contain its content. This can be achieved by setting the **Height** attribute to undefined. To specify undefined for the **Height** within Freeway, we leave the relevant field blank:



Now, when the item's width changes as the size of the browser page changes, the height of the item will change to accommodate its contents:



For in-flow child items, it's also possible to specify the width as undefined by making the **Width** field empty. This will cause the child item to expand to fill as much width as is available to it within its parent item.

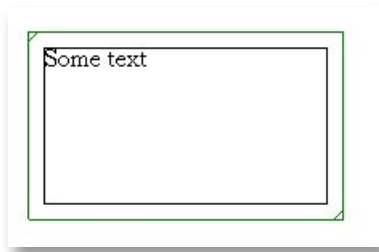


## CSS Padding and Margins

Padding and margins are commonly used to space out elements in your layout. Padding provides a method to inset an item's content from its border, while margins allow you to insert extra space between an in-flow item and the other content that surrounds it.

### Applying padding

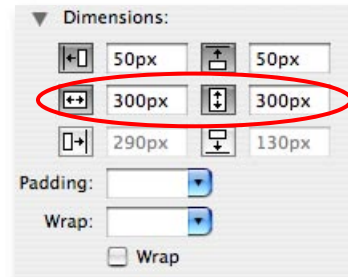
Padding can be applied to any item that can contain content. Applying padding is extremely straightforward—just select the item, select a value from the **Padding** popup menu on the Item General Settings tab of the Inspector palette, or alternatively enter a value in the **Padding** field next to it, and you're done. If you now click inside the HTML item to enter text, you will see an internal border that gives visual feedback of the padding that you have set:



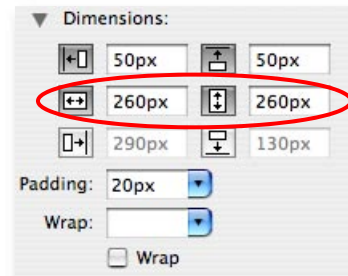
There is also a **Custom...** option available from the **Padding** popup—by selecting this you will be presented with a dialog that allows you to specify different padding values for each of the four sides of an item.

### Padding and item dimensions

The dimensions seen in the inspector palette are affected by applying padding to an item. Suppose we have an item that is 300 pixels wide and 300 pixels high:



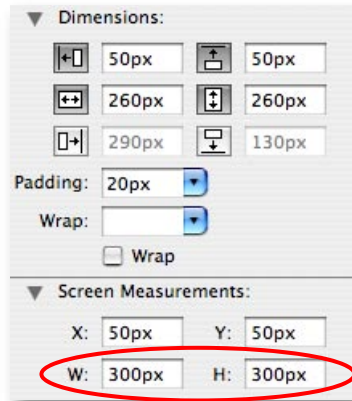
and now we apply a 20 pixel padding to the item:



If you look at the Width and Height fields, you will see that they are now both set to 260 pixels. Why have these values been changed by applying padding? The answer lies in the way Freeway (and CSS) calculates the size of an item. Padding is added to the item size when the item is published, and so rather than increase the size of your item when you add padding, Freeway automatically reduces the size of the item to account for the padding. Overall, your item remains the same size as you designed it to be.



Of course, it is entirely possible that you don't want to perform a mental calculation every time you want to work out how large your item will appear on screen when you publish your site. To make life easier, Freeway also includes a Screen Measurements section in the Inspector palette. This will display the size and position of your item taking into account any padding that has been applied; for the example above it displays as follows:



As you can see, the dimensions are the correct screen values for when the item is viewed in a browser. Just for completeness, the equations are:

Screen Measurements Width = Item Left Padding + Item Width + Item Right Padding

Screen Measurements Height = Item Top Padding + Item Height + Item Bottom Padding

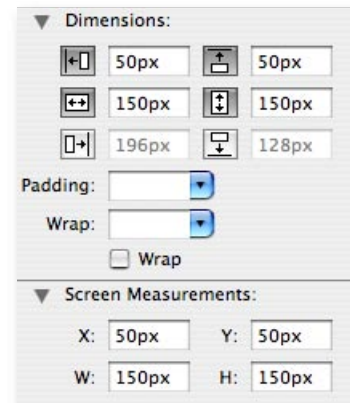
## Padding and item positions

As padding affects dimensions, you may have guessed it also affects the positioning of child items. So how are item positions affected by padding? The items that are affected are child items whose parent item has padding applied. This is actually a slight simplification—in fact, it only really applies to a subset of this group: child non-layer items.

In this circumstance, the child item is actually content of the parent, whereas in all other cases the child item is merely being positioned relative to its parent item (for instance a child layer HTML item of a parent layer HTML item). This behavior is a reflection of the way that CSS works—children are positioned relative to their parent's bounds, irrespective of padding.

In situations where a child's position is affected by padding, the child's position is calculated relative to the inside of the padding (i.e. the inner border that is shown when you are entering text into an item with padding applied).

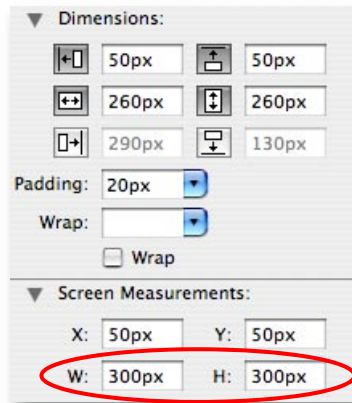
So, for example, if we draw a non-layer HTML item and then draw a child non-layer HTML item within it with the following position/dimension settings:





and then apply a 20 pixel padding to the parent item, the child item will change position—unsurprisingly it moves 20 pixels right and 20 pixels down.

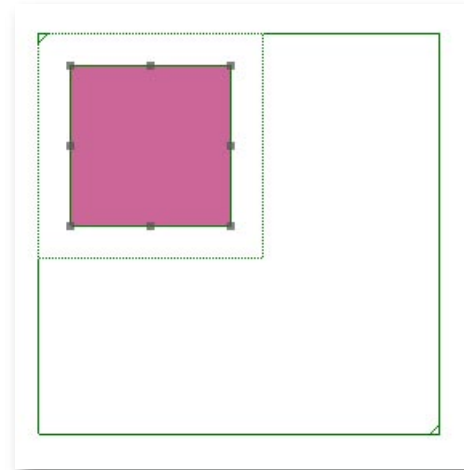
However, if we look at the **Dimensions** section in the Inspector palette, the **Left** and **Top** values remain at 50 pixels. Fortunately, the **Screen Measurements** section comes to our rescue again, saving us any mental arithmetic by displaying the actual offset of the item as it will be seen in a browser:



## Applying margins

Margins can only be applied to in-flow items—they are meaningless anywhere else because absolutely positioned items have no surrounding context to space themselves from. Creating an in-flow child item is detailed in the **Child Items** section earlier in this document.

Applying margins to a child item is straightforward—in many ways identical to applying padding. Select your child item, switch to the **Item General Settings** tab of the Inspector palette, and either enter a value into the **Margin** field, or select a value from the popup. Once applied, you will see a dotted border outside the item giving visual feedback on the margins you have set:



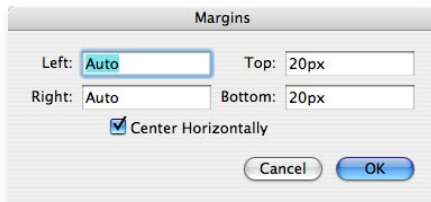
As with padding, there is a **Custom...** option available from the popup allowing you to specify different margin settings for each side of the item.



## Margins and CSS-Centering

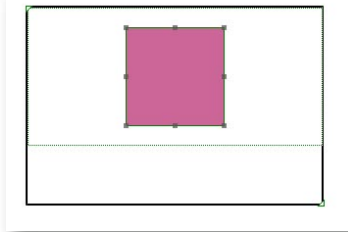
A common requirement is to horizontally center an item within its parent, and there is an oft-used CSS technique (CSS-Centering) to achieve this type of layout. Happily, this functionality is built into the Freeway interface.

By selecting **Custom...** from the **Margin** popup, you will be presented with the **Margins** dialog.



Checking the **Center**

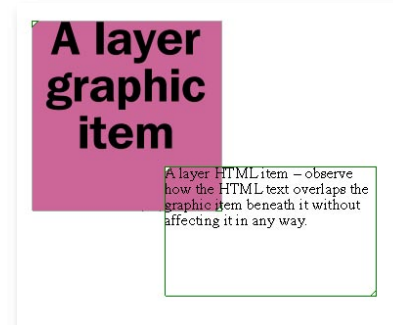
**Horizontally** checkbox will cause the **Left** and **Right** margins to be set to a special value—Auto. Click on **OK** and the in-flow item will be centered horizontally within its parent (as well as the horizontal centering, the screenshot has a 5 pixel border applied to the parent and 10 pixel top and bottom margins applied to the child):



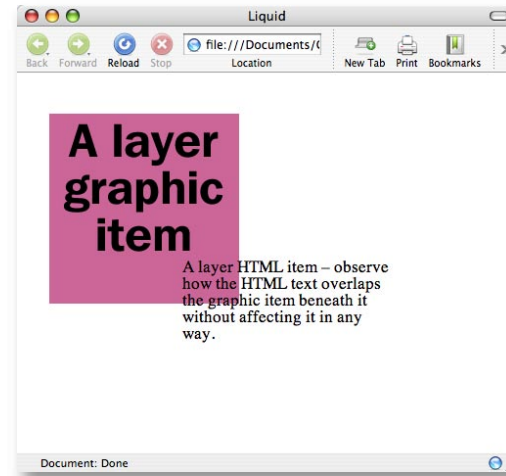
If the parent is defined to resize as the browser page resizes, the child item will remain horizontally centered as the parent's size changes. This is part of the beauty of this technique.

## Overlapping Items

One of the big advantages of using layer items is the ability to freely overlap items without them affecting each other. This layout in Freeway:



will appear like this in a browser:





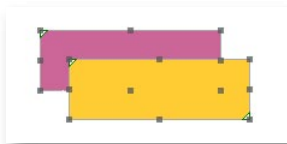
When the browser renders layers, it simply stacks one on top of the other—compare this to the table-based layout of non-layer items where overlapping items requires significant care, and overlapping graphic items are by default combined into one graphic in the Freeway output. CSS allows us to position items wherever we like on the page, and graphic items will only combine with their child graphic items (which will by definition be entirely contained within the parent).

Because of the way layer items are treated by the browser, they will always be rendered above any non-layer items on your page. This is reflected in the Freeway interface. All layer items will be on top of non-layer items, so checking and unchecking the **Layer** checkbox for an item will usually cause the item to change its position in the stack of items on the page; it may appear in front of items it was previously behind or vice versa.

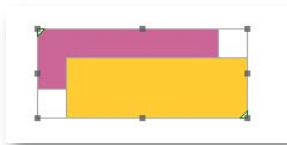
### Layer items and the Rollover Action

The Rollover Action requires that the graphic items involved are set to **Combine Graphics** within Freeway. As has already been observed, layer graphic items will not combine with each other, and so if you create a Rollover with layer items in exactly the same way as you would with non-layer items, it will not work. Of course, there is a way to combine both the layout freedom of layers, and the Rollover functionality.

The simplest method is to create your layer graphic items that you would like to use in the rollover, and then select them both:



Now create a containing item by using the **Group** command in the **Item** menu:



With one of the items selected, apply the **Rollover** Action from the **Action** submenu in the **Item** menu and finally set up the rollover parameters in the Actions palette as you normally would (for further information on creating rollovers, refer to the relevant sections of the Freeway 4 Documentation—“Tutorial 3” in “Getting Started with Freeway” and “Creating Dynamic Effects” in “Using Freeway”):



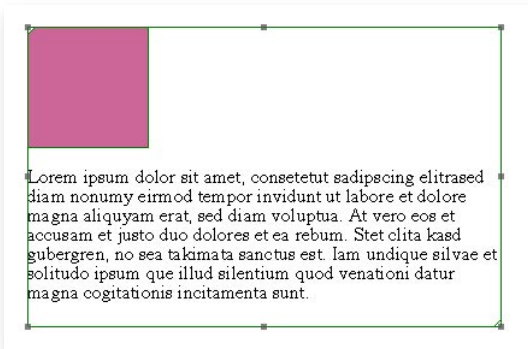
Once you've created your rollover in this way, it can be easily overlapped with other items:



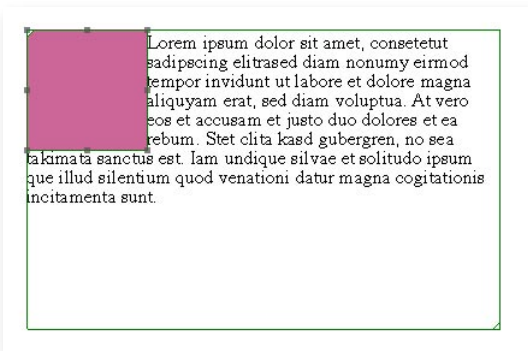


## Float and Clear

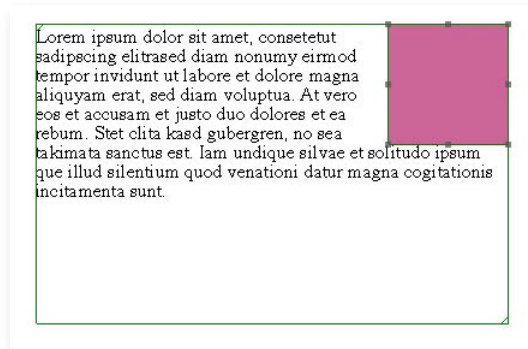
Often it is desirable to wrap text around items (particularly images) within the same text-flow. Freeway 4 introduces support for a CSS attribute to achieve this effect—float. This will allow you to specify an in-flow item to wrap text around it on either its left or right side. Consider this simple layout in Freeway—just an in-flow HTML item followed by some text:



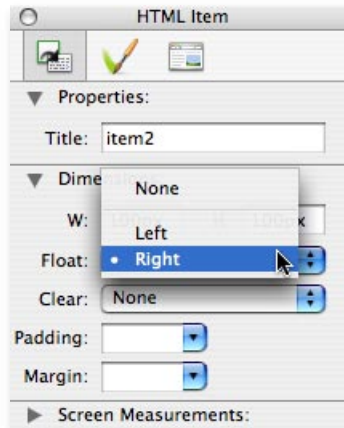
If we want to wrap the text around the right side of the item, we set its **Float** value to **Left**:



or if we would prefer to have the text wrap around the left side of the item, we set its **Float** value to **Right**:

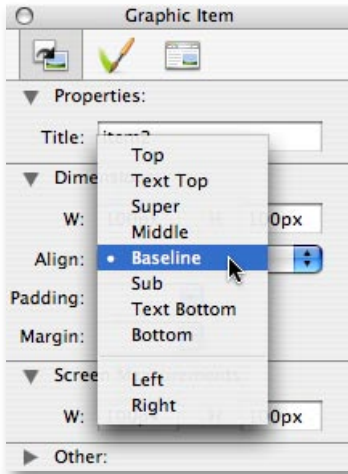


This effect can be applied to any in-flow child item, although where it is set is slightly different depending on whether the in-flow item is an HTML or a graphic item. For an in-flow HTML item, select either **Left** or **Right** from the **Float** popup in the **Dimensions** section of the Inspector palette:

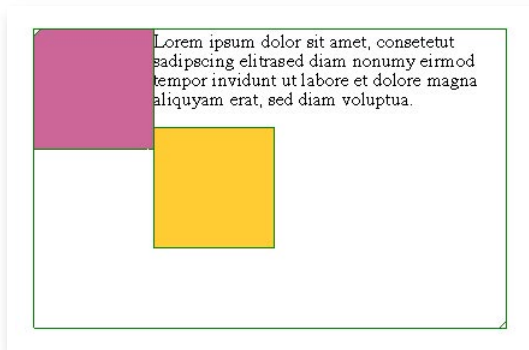




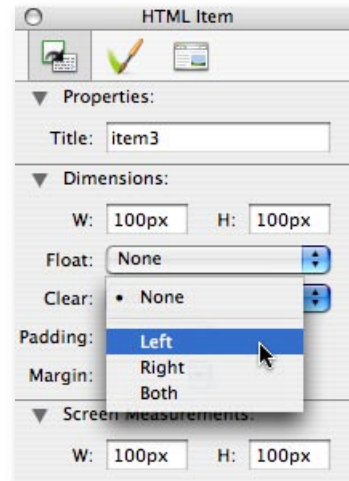
For an in-flow graphic item, the **Left/Right** values are found in the **Align** popup in the **Dimensions** section of the Inspector palette:



If there is more than one in-flow item present, we may end up with a situation similar to this:



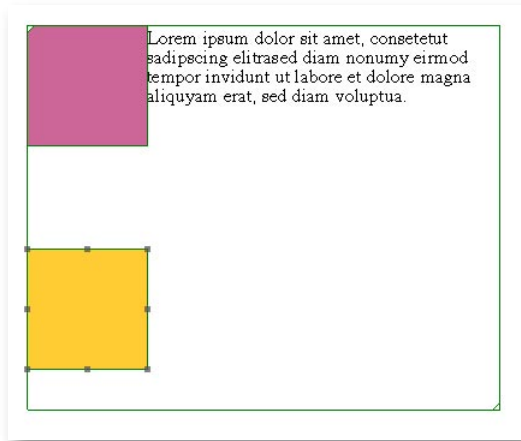
It may not be our wish to have the yellow item wrapping around the purple item. To stop this from happening, we can use **Clear** to specify that we would like the yellow item to be positioned after the floated item. This setting is in the **Dimensions** section of the Inspector palette:







Select the yellow item and set the **Clear** popup to **Left** and it will drop down below the purple item:



There are three possible values (aside from **None**) available for **Clear**. **Left** will clear the item from any left-floated items, **Right** will clear the item from any right-floated items, and **Both** will clear the item from left and right-floated items.

## Conclusion

CSS is a very simple language, with a lot of complicated rules for its use. While this primer has hopefully given you enough understanding to unlock Freeway Pro's approach to using it for page layout, it is by no means a complete reference to the subject. For more information, you may explore the following Web sites:

*For Beginners:*

- <http://www.htmldog.com/guides/cssbeginner/>
- <http://www.createwebmagic.com/css101/>
- <http://www.davesite.com/webstation/css/>

*For Experts:*

- <http://www.positioniseverything.net/>
- <http://www.quirksmode.org/>
- <http://www.alistapart.com/>



Getting Started  
with Freeway  
CSS  
Styles Primer

*It is not just text  
But also information  
To delineate*



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## What are Styles?

In traditional DTP and word processor applications, styles are used to control how the lettering on the page looks.

### Sea of probabilities

Throughout this manual, we will be making references to probabilities. When designing a web site, all we can do is hope that the end user will see what we have designed. This is down to a good number of factors:

- The client machine is set to override your settings
- The fonts you specified are not on the client machine
- The client machine can only “display” text
- Different browser
- Different operating system
- ... etc.

**Note:** “Display” does not always mean “show on a screen”. It can also mean “read in a synthetic voice” or “translate into Braille”.

Because of this, we cannot be 100 per cent sure that the end display will represent your design as you intend it. However, as you will learn, using Freeway’s styles can help improve the chances of conveying your message, despite the above limitations.

It is also very likely that the client machine will display your text differently, even if it has the same fonts that you specify. This is due to the way in which different Operating Systems (OS) display text. You may find in some cases that different browsers will display text differently on the same OS. Because of this, you should test your layouts on more than one browser in at least Mac OS X and Windows to ensure that there are no nasty layout surprises in store.

### About this User Guide

This User Guide assumes a basic working knowledge of Freeway. Whilst it covers styles and their creation and use, it does not offer the basic information that the Freeway manual does. Most of the content of this Guide is concerned with **Freeway 4 Pro**. **Freeway 4 Express** does not support creation of styles, so whilst Express users can style and color text using the **Inspector palette**, the creation of permanent reusable styles is not possible.

This User Guide contains examples of HTML created by Freeway. This is included to give you a better understanding of what is going on when Freeway generates the HTML. While you do not have to learn HTML to use Freeway, it is helpful to have an idea of what is going on so you can get the most out of the software.

This User Guide will also discuss some of the deeper issues in web design. Again, this is unavoidable as using styles effectively in any web design application requires knowing more than just colors and typeface names.



## HTML Styles

HTML is basically a text file which contains various bits of information. HTML is not a document description language in the way that PostScript is. PostScript is a language that describes all aspects of a page from the position of blocks of text and images to any gradients, lines and fills used. PostScript is output by applications such as Adobe's InDesign and Illustrator, and QuarkXPress and any other application that has a print button. This information is sent to a printer or image setter which uses the instructions to print the page.

In contrast, HTML is a description of how information is organised. This information includes text that can be read. It was not designed for the control that one can exert over printed documents. It has been bent into that task by web designers who want more control over the layout of the page and positioning of items.

### CSS

CSS is an acronym of **Cascading Style Sheets**. These are used to apply styling to text and layout in an HTML document. CSS can control a good many things: positioning of items, borders around items as well as the appearance of HTML-based text. When you use Freeway, you are controlling CSS right from the word go. Freeway nimbly contains CSS within its DTP environment. As we shall see, using Freeway to build CSS styles is very easy.

### Classes

In HTML, a **class** can be used to assign one or more style attributes to a part of the page, for instance a block of text or an item. This functionality is mirrored in Freeway using **Styles**. When a Freeway site containing HTML text is published, Freeway generates classes for the **Styles** used on the page and assigns them to the relevant text or objects in the HTML output. The classes are then used by the browser to display text and objects on the page in the way they have been styled in the Freeway document.

### About HTML Text

Freeway can create HTML text. It is fluid; it can be resized by the user, and it can be read electronically by search engine spiders that index a site, as well as assistive devices that help those who have difficulty using displays. This text can be styled — we can change the color, font, size of this text. What we can't do is make this styling absolute. The user can always override the choices made. This kind of text can also be selected in the browser and can be copied and pasted into another application.

HTML Text also occupies a small amount of space. It is fast to download and will normally be displayed before any graphics are.

### Serving Suggestions

The most we can hope to do is suggest to the user's browser that the text is displayed in a particular way (for example Verdana at 11 pixels). The user's machine may not be able to display the text for a number of reasons:

- The user has set up defaults that override your settings.
- The font may not be present on the client machine
- The site may be being browsed using a Braille reader or a system that reads text using a synthetic voice.
- The browser displaying the site may be too primitive to handle layout instructions (eg Lynx)

It should be pointed out that these are likely to be minority users, but remember that minority users have just as much right to view your web site as those with the capabilities to view everything you care to throw at them.

### What fonts are available?

Freeway offers a very limited set of fonts for use with HTML styles. This is not an oversight; we are giving you access to the fonts that are most likely to be on most machines.

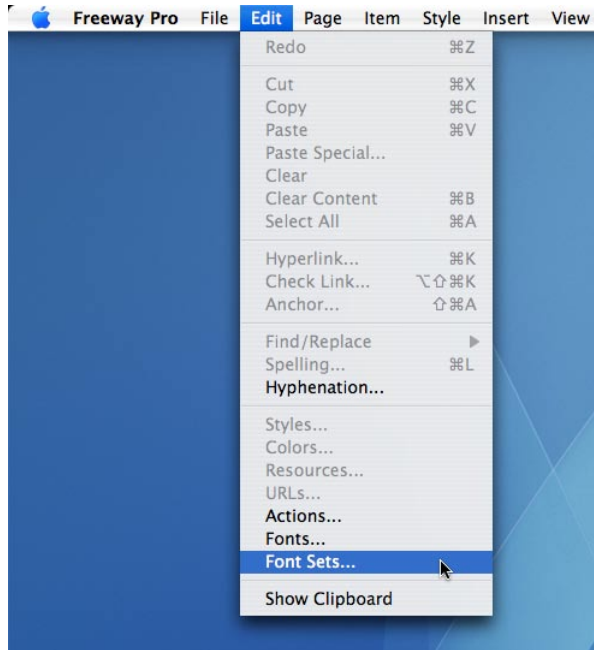


## Setting up Font Sets

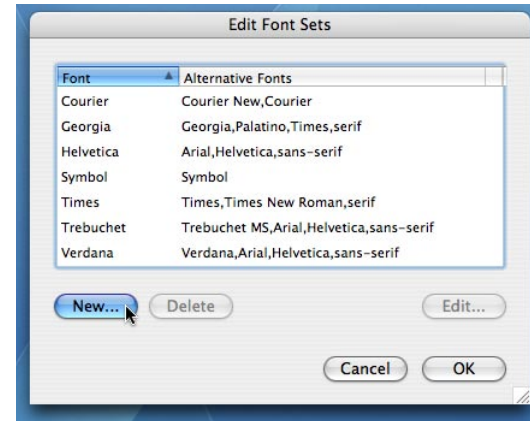
You can add to the small list of **Font Sets** in Freeway. There are fonts that are used on other machines that may not have been included in Freeway's default set of Font Sets. To create a Font Set, you need to do the following in Freeway.

If you want to create a Font Set that can be used in any document, you need to do the following with no document open.

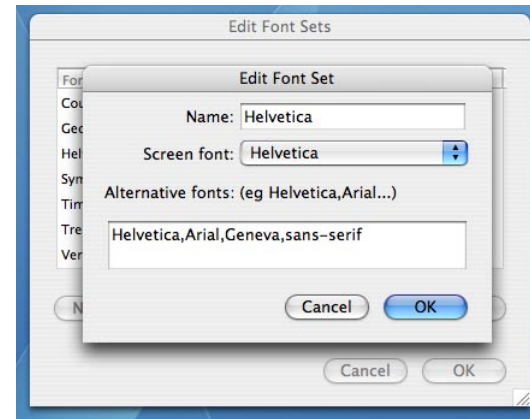
1. Select **Font Sets** from the **Edit** menu.



2. Click on the **New...** button.



3. In the dialogue that opens, give the font set a name. Select the screen font in the drop down. Its name will appear in the text field below. You need to add some extra font names yourself manually. These are fonts that will be used if your selected font is not available on the client machine. Be sure to include fonts that are more likely to be available. In this case, we have opted for *Helvetica* and *sans-serif* as the final fallback. Click **OK**.





4. Click **OK**. Your new font set will now be available to you in Freeway.

As the majority of visitors to your site will be running Windows in some form, it is worth checking on Microsoft's site to see what fonts Windows ships with before building a new font set.

## Graphic Styles

If you want to ensure text appears in a certain style, regardless of the fonts or browser settings specific to a particular user's computer, you can use a **Graphic Style**.

- Not readable by assistive devices
- Not displayed by more primitive browsers (such as Lynx)
- Can not be indexed by search engines
- Some browsers may have images switched off

***Note:** If you use the **Inspector palette** to supply useful **Alt text** for the image, many of these issues can be overcome (see page 64 of the "Using Freeway" guide for further details).*

### Adding text effects

Drop shadows and other effects can be applied to the style. These are only available for styles that will be applied onto graphic text.

## Freeway's Default Styles

Freeway will insert styles into your HTML at certain points. This is to ensure correct browser display and to preserve the WYSIWYG model, and will not adversely affect your own styling of the page. These styles will start with an underscore ( `_` ) character, such as the "`_1p`" style which is applied to the last paragraph of text.

### HTML Styles have meaning

HTML's **structural tags** have a bearing on Styles. Freeway supports the creation of **tag styles** – when a site is output, any HTML text to which they are applied will be enclosed in the HTML tag specified for the Style.

When you apply a **tag style** to a block of HTML text, you are doing two things. The most obvious thing you will see is a change in the appearance of the text: color, size, weight, and so on. These changes will help your site's visitors see any distinctions you care to make when the page is being browsed, and hopefully will make reading the content easier.

The second change that is made is the way which the information being sent appears to the browser. By applying a heading style, you are giving that text more importance than the normal paragraph text, and search engine bots (for example Google's indexing system) will pick up on that when your site is indexed.

For example:

**This text is a heading**

And here is some text underneath which is to do with the heading

The above text is all set with the same style. Both the heading AND the text underneath carry the same weight both visually and electronically.

Now consider this:

**This text is a heading**

And here is some text underneath which is to do with the heading





You can see that the heading is now more visually important. The underlying HTML will reflect this too:

```
<h1>This text is a heading</h1>
<p>And here is some text underneath which is to do with the heading</p>
```

The `<h1>` tags around the heading text indicates to the device reading the HTML that this text has a higher weight of importance than the rest of the text.

So, as you can see, getting styles right not only means that the information you present is visually well structured, but it will also be structured well for non-visual systems that read your pages. A site with good markup is more likely to perform well in search engine results, especially if the content of the text following a header is relevant.

When a style is applied to HTML text in Freeway (or any other modern HTML editor/generator), two things happen. Firstly, an **HTML tag** is created, and secondly, a **CSS style** is created. The **CSS style** is used by supporting browsers to display the text in the way that has been specified. If the browser can not display the style, or does not support CSS, then it will revert to a default. However, by creating the **tag**, the page has been marked up and the importance of the styled text is evident to the browser and its viewer.

## Paragraph `<p>` Styles

By default Freeway wraps a `<p>` tag around the text like this:

```
Gustav's Hat
Gustav's hat is brown with a pink feather in it.
```

The HTML for the above example text looks like this:

```
<p>Gustav's Hat</p>
<p class="_1p">Gustav's hat is brown with a pink feather in it.</p>
```

Both paragraphs of text are enclosed in a `<p>` tag.

It is important to realise that a `<p>` tag is created by default, and is mandatory in most (if not all) of the HTML and XHTML publishing schemes that Freeway offers. If the `<p>` tag is not present, the HTML page could fail validation.

## `<h>` Styles

The `<h>` tag is used to mark out portions of HTML text that are **headers**. By default, these will be displayed bigger and bolder than normal text by the browser. However, you can define their appearance in Freeway more precisely to fit in with your site's design.

The `<h>` tags are **block level tags**. They will affect whole paragraphs, rather than a couple of words. As such, they are not substitutes for emboldening text.

Consider this block of text:

```
Gustav's Hat
Gustav's hat is brown with a pink feather in it.
```

So, a block of text with an `<h>` tag applied to it will look like this in the HTML source:

```
<h1 class="header">Gustav's Hat</h1>
<p class="_1p">Gustav's hat is brown with a pink feather in it.</p>
```

You will see that the header "Gustav's Hat" is in an `<h1>` tag instead of a `<p>` tag. The class "header" will be defined in the CSS at the top of the page.

There are six levels of `<h>` tags, allowing you to create a hierarchy of headings. `<h1>` is the most important, whilst `<h6>` is the least. So, you could have your page title contained within an `<h1>` tag, headings on the page as `<h2>` tags and so on.

These tags help search engines and other non-visual readers to determine the importance of information on a page, so use intelligently and for maximum impact ensure that the heading is relevant to the text that follows it.



## Emphasis <em>

The **Emphasis tag** usually causes the browser to display the text in italics.

For example:



Note that Freeway automatically wraps a <em> tag around the word “brown”:

```
<h1 class="header">Gustav's Hat</h1>
<p class="_1p">Gustav's hat is <em>brown</em> with a pink feather in
it.</p>
```

Again, like the <h1> tag, you can define the appearance of the text more. In the case above, simply italicising the text will be enough.

## Strong

This tag by default causes the browser to embolden the text it's applied to.

For example:



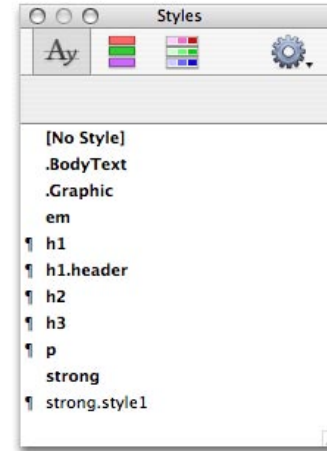
The HTML produced looks like this:

```
<h1 class="header">Gustav's Hat</h1>
<p class="_1p">Gustav's hat is <em>brown</em> with a <strong>pink</
strong> feather in it.</p>
```

The word “pink” has a <strong> tag wrapped around it. Again, you can change the appearance of the text beyond simply emboldening it using Freeway's **Edit Styles** dialogs.

## Use in Freeway

All the above options are available to you from within Freeway's interface. You can apply them as you would any other style using the **Styles palette**.



In the above example, An extra <h1> style has been defined, as well as those supplied in the default **Blank template**. You apply these to selected text just as you would any other style. Freeway will then create appropriate CSS and HTML.

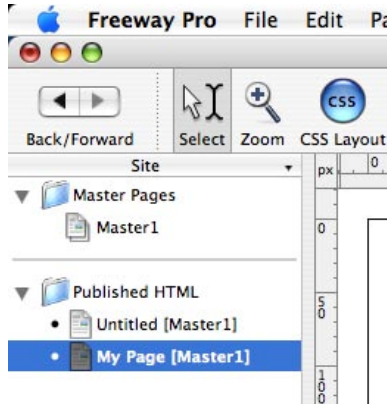


## Styles on items

HTML text boxes and tables can have a default `<p>` style attached to them. Simply select the item as normal and click on the style's name in the inspector palette. The item will then get that style as the default style for any HTML text it contains.

### Pages

A page can be given a default style. To apply the style to a page, select the page in the **Site Panel** (it has to be highlighted) and then click on the style name.



This has the effect of applying a **class** to the **body tag**:

```
<body class="BodyText">
```

Any unstyled text on that page will have the selected style applied.

## HTML Boxes

Styles can be applied to an HTML box.

```
<div id="item1" class="BodyText" style="position:absolute; left:9px;
top:9px; width:266px; height:55px; z-index:1">
  <p>Gustav's hat was blown away by the wind and landed in a puddle.</p>
  <p class="_lp">&quot;Oh, bother,&quot; said Gustav.</p>
</div>
```

The above code shows the HTML created when applying a **style** named `BodyText` to a CSS positioned HTML box. The style is named as a **class** in the **DIV tag**, with the `<p>` tags having only Freeway's default styles (where needed).

## Tables

A style can also be applied to whole tables. Select the table as normal, and click on the style's name in the **Styles palette**. In HTML `<tr>` means a table row, and `<td>` means a cell within that row.

```
<table class="BodyText" border=0 cellspacing=0 cellpadding=0>
  <tr>
    <td width=282 height=50 valign=top><p class="_lp">Gustav's hat
was blown away by the wind and landed in a puddle.</p>
  </td>
</tr>
  <tr>
    <td width=282 height=50 valign=top><p class="_lp">&quot;Oh,
bother,&quot; said Gustav.</p>
  </td>
</tr>
</table>
```

In the above code, the table gets a class "BodyText". All default text within the table will have this style as its default.



## Table Cells

You can apply a default style to a table cell or group of table cells. Simply select the cells as normal, and click on the style's name in the **Styles palette**.

```

<table border=0 cellspacing=0 cellpadding=0>
  <tr>
    <td class="BodyText" width=282 height=50 valign=top><p class="_lp">Gustav's hat was blown away by the wind and landed in a puddle.</p>
    </td>
  </tr>
  <tr>
    <td width=282 height=50 valign=top><p class=_lp">&quot;Oh, bother,&quot; said Gustav.</p>
    </td>
  </tr>
</table>

```

In this case, the style "BodyText" has been applied to one of the table cells.

## Table Rows or Columns

Styles can be applied to a row or column. Simply select the row or column as normal, and click on the style name in the **Styles palette**. The style will be applied to all the table cells in that row or column in a similar fashion to the example given above.

## Advantages

Applying styles to items like the previous examples means less bulky code; no extra style definitions need to be defined in the <p> tag.

## Mix and Match

It is possible to apply more than one style to more than one table cell, with an overall style for the main table. For example, take the following table:

Header 1	Header 2	Header 3
Item 1	Item 2	Item 3
Item 4	Item 5	Item 6

The HTML for the above looks like this:

```

<table class="TableStyle" border=1 cellspacing=0 cellpadding=0>
  <tr>
    <td class="TableHeader" width=111 height=27 valign=middle bgcolor="#ffffff"><p class="_lp">Header 1</p>
    </td>
    <td class="TableHeader" width=111 valign=middle bgcolor="#ffffff"><p class="_lp">Header 2</p>
    </td>
    <td class="TableHeader" width=111 valign=middle bgcolor="#ffffff"><p class="_lp">Header 3</p>
    </td>
  </tr>
  <tr>
    <td width=111 height=27 valign=middle><p class="_lp">Item 1</p>
    </td>
    <td width=111 valign=middle><p class="_lp">Item 2</p>
    </td>
    <td width=111 valign=middle><p class="_lp">Item 3</p>
    </td>
  </tr>
  <tr>
    <td width=111 height=27 valign=middle><p class="_lp">Item 4</p>
    </td>
    <td class="TableSub" width=111 valign=middle><p class="_lp">Item 5</p>
    </td>
    <td class="TableSub" width=111 valign=middle><p class="_lp">Item 6</p>
    </td>
  </tr>
</table>

```

The above HTML shows that various style classes have been applied to the table cells (and even the table itself). The actual content of the table cells themselves only have Freeway's default control styles applied.



## Defining Styles

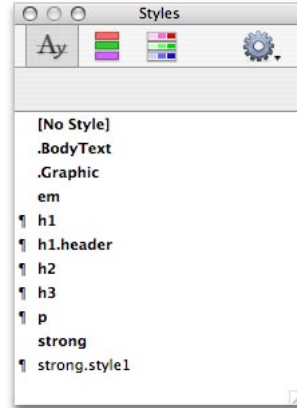
The **Styles palette** can display permanent styles or both permanent and temporary.

The **Edit Styles** dialog covers both CSS styling and graphic styling at the same time. Attributes that are peculiar to one or the other type of text will be labelled as such in the edit styles dialogue.

Most of the effects listed here can also be applied in the **Inspector palette**. Freeway Express users will not be able to define styles, but they will have access to most of the effects listed here.

The information here covers CSS, which is not available in Freeway Pro's HTML 3.2 publishing scheme which is included for backwards compatibility purposes. If you want to use CSS styling, you should be using HTML 4.01, or one of the XHTML schemes.

**Note:** *The Styles palette and Edit Styles dialog are only available for Freeway 4 Pro. Freeway 4 Express does not let users define reusable styles.*



Freeway 4 Pro users can define a style in the **Edit Styles** dialog and reuse these as often as needed. This makes creating a consistently styled site much easier.

### Temporary Styles

Freeway will build **temporary styles** whenever you apply styling attributes to text using the **Inspector palette** if it does not already have a style with those attributes. Temporary styles exist only as long as text with those attributes exists. Their names are shown in the **Styles palette** in a regular font weight.

### Permanent Styles

**Permanent styles** are those styles that have been marked by the user as styles that should always be available, even if that style is not used in the site. Permanent styles are set in the **Edit Styles** dialog window, and the names are shown in bold.

### Style definition

You can define styles in a number of ways. The most obvious way is to select the text in Freeway and use the **Inspector palette** to change the attributes of the text. If you want to make the style permanent, select the text and use the **Styles palette** to make the style permanent (and even give it a more meaningful name).

However, this is not the most satisfactory way to define a style, nor is it the best if you want to include meaningful mark-up in your HTML. The best way to define a style is via the **Edit Styles** dialog.

### Styling Text

The simplest way to style text in Freeway is to select the text you wish to change, and change settings in the **Inspector palette**. Most styling options are available to you in either the **Inspector palette**, or in the **Style menu**. For Freeway 4 Express users, this is the only way to change styles, and more semantic style/tag combinations such as <h1> are not available.



## Edit Styles Dialog

Go to the **Styles** option in the **Edit menu**. A new window will open for you. It will look something like the image below.

Down the left hand side is the list of defined styles in your document, and to the right is the area where you will be creating your style.

There is a **View** pop-up menu at the bottom of the window that lets you see either CSS Attributes, Graphic Attributes or both. Showing both allows you to define styles that can be applied to both HTML and graphic text. If you are defining a style for just HTML text, you can just show the CSS attributes.

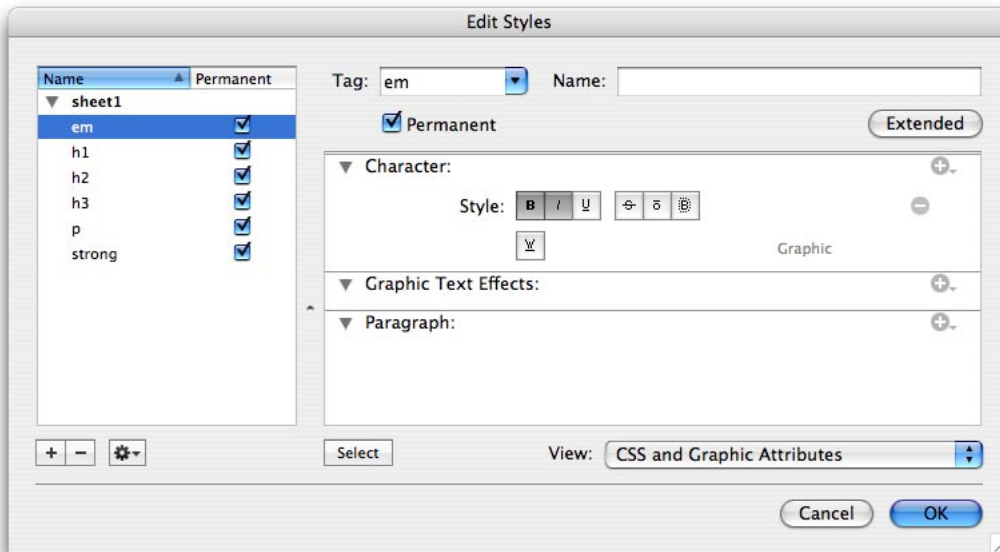
CSS and HTML styles are defined using the same dialog. In most situations, it is possible to define a style that can combine both graphic

and HTML text. However, if you want to create a style for just HTML text, or one for use solely on graphic elements, then you can use the **View** pop-up menu to select which attributes you want to see.

### Tags and Names

You need to give your style a name. Make the name meaningful, so you know what it is when you come to use it on the site. A good idea is to use a name that is descriptive of the style's function, so you may want to name the text that is applied to the body text of your site *BodyText*. Note that style names can not have a space in them.

As discussed previously, you can also make Freeway output a tag around the text as well as styling information. So, in our example *BodyText* will be applied to most of the text on the page, so we can select the `<p>` tag in the **Tag** pop-up menu. If you wanted to make an `<h1>` tagged style, then select **h1** in the **Tag** pop-up menu.



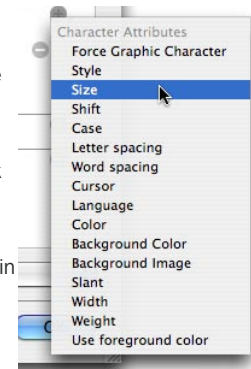
### Adding Attributes

You can add different attributes to the right hand panel by clicking the **+** button.

This gives you a menu of attributes from which you can pick the ones you want. If

you want to select more than one at this stage, click the **Select** button at the bottom of the dialog box, and tick those you want.

Click **Select** again to return to the main style editing view.





## Character Attributes




### Font

Font:   

 Graphic

You use this option to select the fonts to use in the style. The fonts available are limited to the font sets that have been defined to allow for maximum compatibility with other machines on the Internet. The graphic drop down allows you to select any font on your machine. This will only be used when the style is applied to graphic text.

### Size


Size:     Graphic 

This allows you to define the size of the font using a number of different methods. Note that the item marked Graphic will only apply to styles applied to graphic text.

### Style

Style:  **B**  */*  U       

This setting affects the appearance of the text. Note that **Word Underline**  is an option for Graphic Text only

### Color

Color:   

This changes the color of the text.

### Background Color

Background:   

This changes the background color of the text.

### Image

Image:   

You can also have your HTML text use a background image. When applied, you can select various tiling options.



round:  

Image:  

ext Effect:  Repeat  No Repeat  Repeat X  Repeat Y

**Note:** Note that Freeway can not display this effect in the page layout at the moment. You will need to preview the page to see the effect.

### Isolating Effects

It is not necessary to define a style with every attribute needed. You could, for example, define a style that just applies a background texture to a paragraph, or just changes the color of the text. This provides a great deal of flexibility when creating styles.



## Graphic Effects

If you are defining a graphic text style, you can apply a number of visual effects that can enhance the appearance of the lettering. Each attribute can be added or removed by using the **+** and **-** controls.

### Shape Effect

▼ Shape Effect:

Effect: **Wobble** -

Period:  16%

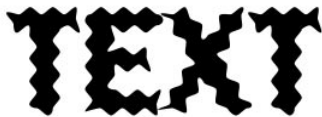
Random:  0%

Deviation:  50%

Smooth:  50%

**Shape Effect** sets the effects that can be applied to text. There are two options – **Crack** and **Wobble**.

The above image shows the options for the **Wobble** effect. The sliders control the wobble effect.



*The effect of Wobble.*


### Shadow – Color, Opacity, Global Angle, Angle, Offset, Blur

▼ Shadow:

Color: **Black** Graphic -

Opacity:  75% Graphic -

Use global angle -

Angle:   Graphic -

Offset:  2px Graphic -

Blur:  4 Graphic -

**Shadow** allows you add a drop shadow to the text, with a number of options that can be selected.

You can give your graphic text a drop shadow. The controllers allow you to set the color, opacity and angle amongst others. Each attribute can be applied separately.



*Example of the shadow effect*





### Glow – Color, Opacity, Spread, Blur

▼ Glow:

Color:  Red

Opacity:  100%

Spread:  0

Blur:  4

You can apply a glow to your text using the **Glow** attributes.

Each attribute can be applied separately.



*Example of the glow effect*

### Background

▼ Background:

Opacity:  50%

Use this option to change the opacity of the **Background** color set in the **Character attribute** list.



This attribute will only be used on Graphic based styles.

*The above text has a red background set to 50% opacity. The yellow box is positioned behind the word TEXT.*



### Text – Opacity, Border, Border Position, Filter

▼ Text:

Opacity:  100% Graphic

Border: 2px  Graphic

Position:   Graphic

Filter: Emboss  Graphic

Use global angle

Specular:  10%

Diffuse:  60%

Use these options to alter the appearance of the text. Each attribute can be applied separately.

# TEXT

*Text with the Emboss Filter applied*

### Overlay – Color, Opacity, Border, Border Position, Filter

▼ Overlay:

Color:  None  Graphic

Opacity:  100% Graphic

Border:  Graphic

Position:   Graphic

Filter: Emboss  Graphic

Use global angle

Specular:  10%

Diffuse:  60%

Use overlay to apply more effects on the text. This effect is added to the text after it is drawn, and so will cover other effects. The **Position** control allows changing where the effect is applied. It can be applied outside of the text, or within the drawn characters. Each attribute can be applied separately.

The **Filter** pop-up menu lets you choose one of three options: **Emboss**, **Blur** and **Scatter**. This affects the way in which the overlay is drawn.

# TEXT

*The overlay effect in action*



## Combining Styles

It is possible to combine styles with various graphic settings on it, or to add more than one kind of graphic effect to one style, like this:



### Isolating Effects

It is also possible to create styles that are just graphic effects, which can then be applied to graphic text elsewhere on the site. So you could create a Drop Shadow style, or a style that adds a thin red line around text.

## Paragraph Attributes

Paragraph attributes force Freeway to create styles that will apply to a whole paragraph. Even if one word is selected when the style is applied, the whole paragraph will be styled.

If you create styles that generate tags, some will force this behaviour as the behaviour of those tags will be the same as the paragraph tag. The most obvious example are the `<p>` and `<h#>` tags.

### Force Graphic Paragraph

Force Graphic Paragraph -

There will be times when you want a graphic style to be applied to a whole paragraph of text, or that you want to force the creation of a paragraph. Setting this attribute lets you do this. Note that the graphic text will still be rendered as an image, and not as HTML text.

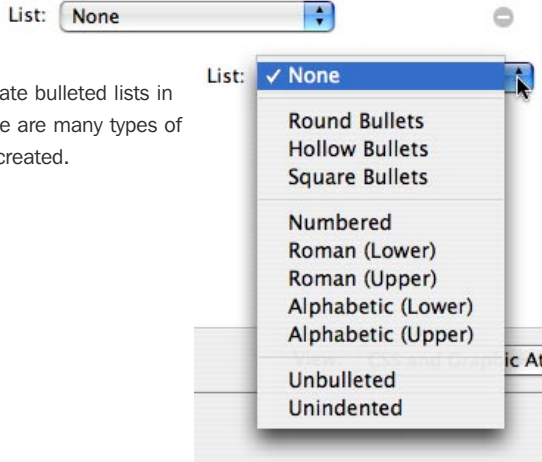
### Align

Align: ≡ ≡ ≡ ≡ ≡ Graphic -

This allows you to set the **alignment** (and **justification**) of the text. Most of these options are available for both graphic and CSS based styles, with only one – force justify – being available only for graphic styles.



## List



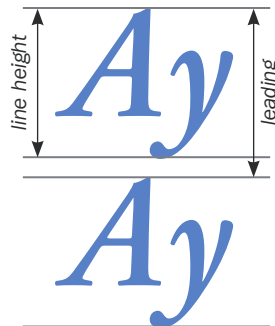
This lets you create bulleted lists in your HTML. There are many types of list that can be created.

## Leading



This lets you change the space between lines of your text. Leading can be defined in percentages or pixels.

Leading refers to the space between lines *including* the space occupied by the type. So, applying leading of 100% to 12px text will mean that there are no spaces between lines. Leading of 14px applied to 12px text means that the lines will be 2 pixels apart.



## First Indent



This will indent the first line of the paragraph to which the style is applied. The indent can be defined in **pixels**, or **ems**.

## Left Indent



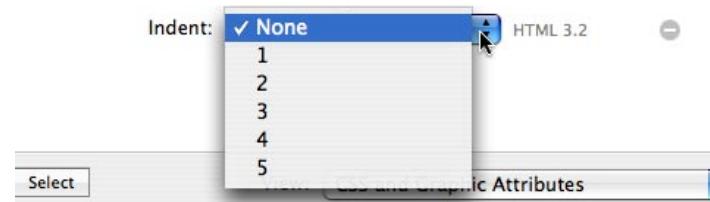
This will indent the left side of the paragraph to which the style is applied. The indent can be defined in pixels, or ems.

## Right Indent



This will indent the right side of the paragraph to which the style is applied. The indent can be defined in pixels, or ems.

## HTML Indent (HTML 3.2 only)



If you are using HTML 3.2, a lot of the CSS options will not work for you. This setting allows you to indent the text using set dimensions according to the HTML 3.2 specification.



### Space Before

Space before:  ⌵

This allows you to define the space that precedes a paragraph. The size can be fixed (in pixels) or relative (as a percentage).

### Space After

Space after:  ⌵

This allows you to define the space that follows a paragraph. The size can be fixed (in pixels) or relative (as a percentage).

### Hyphenation (Graphic text only)

Hyphenation Graphic ⌵

This allows you to control the hyphenation spacing used in the style. Used in graphic styles.

### Word Space

Word space:    Graphic ⌵

This allows you to control the spacing of words in your text. You need to have **Full Justification** on in the **Align** attributes, and the **Hyphenation** attribute activated. The first field is the minimum a word will shrink to during the justification process – and the last field is the longest a word will expand to during the process. This is a graphic attribute only.

### Letter Space

Letter space:    Graphic ⌵

This controls the spacing of individual letters in the text. Again, a graphic only attribute.



## Thinking ahead with styles

When starting a new site, it is best to think about the styles fairly early on. Even if you change a style's appearance later on, you can still use it.

### Foundation Styles

These styles hold the bulk of the content. If this document were a web site, the text you are reading right now would be a foundation style. This style would be a paragraph style. Freeway allows you to specify not just the size, font and color of the text, but also leading, indents and more. Define these styles, and bear in mind that these will change as you develop the site.

Setting your main body text in such a style will allow for more streamlined HTML, which may help improve display speeds as well as non-visual browsers.

### Text modification styles

These are styles that affect text at the character level, styles such as bold, italic and so on.

### Headers

These are defined as H# tags. This will allow your document's mark-up to be better structured. Using these, and getting a good hierarchy worked out will only make your site (and its HTML) better.

### Apply sensibly

First, apply the main "foundation style" to all your text. Then apply the other styles to places where they are needed. This structural construction will help keep your HTML clean, but it will also help with the ordering of the site and will make style changes easier in the future.

## Making global changes. Quickly

The power of styles is that you can change a whole heap of effects very, very simply. Let's say that your client suddenly wants all the main body text on the site set in Helvetica instead of Verdana. Instead of visiting every text block and changing the style manually, you need only open the Edit Styles dialog and change the typeface in one style. Click the OK button and...

...all the text changes in one go. All that is needed is a quick check on each page to ensure that the text is flowing logically, and you are all set to publish and upload. So how does one achieve this?

### Define BodyText

Start by defining your BodyText style. This would be a paragraph, and would define everything – text size, leading, font, color. This style would be applied to every block of HTML text that you enter. You could even set it as a default style on any HTML boxes on your Master Pages.

### Define ancillary styles

Next, you would define your italic, bold and other similar styles. This time, you would only need to use the **Italic** and **Bold Style** attributes, and nothing else. To earn extra points, set the style to define emphasis and strong tags.

### Apply your Styles

Now apply the styles as normal. If you need to make a change, such as the typeface you need only alter the BodyText style.

This working method can be applied for most attributes – color, size, leading and so on. It can be used equally effectively with graphic styles as well as HTML styles. Making global changes such as this is one of the major strengths of Freeway.