FREEWAY™ 1.0
REVIEWER'S GUIDE
OCTOBER 1997

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FREEWAY FACTS AND FIGURES

Developer:	**SoftPress Systems Ltd** – *http://www.softpress.com/*
Product Name:	**Freeway™**
Platforms:	**Mac OS** – *both PowerMac and 68K*
Version:	**1.0**

PRODUCT SUMMARY

The most powerful and intuitive Web site design and production application for graphic designers. With Freeway you do not require any knowledge of HTML to produce superbly designed Web sites quickly and profitably.

AVAILABILITY

Freeway 1.0 started shipping on September 30th 1997

PRICING

US$299 when purchased directly from SoftPress Systems (£199 in the United Kingdom). We offer a 50% education discount and attractive volume discounts. For more detailed information on pricing please check out our web site.

SPELLCHECKING LANGUAGES

Freeway is supplied as standard with US and UK English dictionaries for spellchecking and hyphenation. We can supply additional dictionaries – the languages available are Catalan, Czech, Danish, Dutch, Finnish, French, German, Italian, Norwegian, Portuguese, Spanish and Swedish.

HOW TO PURCHASE FREEWAY

Freeway 1.0 will be sold worldwide directly by SoftPress and customers will be able to purchase and download the product from the SoftPress Web site.

Online:		**http://www.softpress.com/**
Telephone sales:	UK:	**0800 731 3425**
	US:	**1 800/853-6454**
	International:	**+44- (0)-1993-882588**
Email:		**sales@softpress.com**

We are also appointing dealers and distributors in the near future and details of these new channels will be posted on our Web site. Our intention is to create an effective blend of direct and indirect sales channels to ensure that customers have the right level of access and support across the world.

CONTACT INFO

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sales@softpress.com	support@softpress.com

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info@softpress.com

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1. PRODUCT OVERVIEW

WHAT IS FREEWAY?

Freeway is SoftPress Systems' stunning new application for professional Web site design. Designed to make the creation of great looking, interactive Web sites simple and intuitive, Freeway blends immensely powerful production features with a familiar user interface which together offer unrivaled ease-of-use and productivity.

Designers now have a quick and effective entry to the world of professional Web design. First-time Freeway users become productive within a few hours and can focus on designing elegant, exciting content with smooth site navigation, leaving Freeway to manage HTML production.

HOW DOES FREEWAY WORK?

To produce a Web site with Freeway you simply create a new document and design your pages using the powerful layout and typographic tools that the product provides.

On each page, you draws boxes of the desired shape which act as containers for the content to be added. A box can hold either text, graphics or multimedia content such as movies or animation, and can be positioned freely and accurately on the page. User definable grids and ruler guides assist in the precise positioning of objects.

The Multiple Master page feature will be familiar to designers who are working with DTP and in Freeway it provides a tool to manage the styling of sections of the site as you create it. This capability is one of the keys to the speed with which complex sites can be created reliably and consistently with the added benefit of being able to make sweeping changes to the site styling in minutes.

As pages are being created, hyperlinks are added to text and images using Freeway's comprehensive system for assigning hyperlinks. The site palette plays an important role in managing page sizes, links and site structure and is an invaluable aid to designers as they produce their site.

Finally, the site is published into a destination folder as a set of HTML files along with their associated graphic and multimedia files. Freeway uses extensively researched techniques to ensure that the exported Freeway pages are faithfully reproduced in browsers and uses HTML table commands as the basis for its pixel perfect control of layout. You can preview the published site in a browser which can be activated from within Freeway and once approved the site is uploaded to a Web server for publishing on the Internet.

Creating a Web site in Freeway has many parallels with designing a document for print using desktop publishing software. One of the important aspects of Freeway is that a designer can produce a site with only a basic understanding of the Web and how to navigate it. The user does not need to understand HTML, and Freeway makes the whole task of Web design as accessible as possible. For example, unlike many other Web authoring packages, Freeway does not insist that imported images have been previously saved in GIF or JPEG format – you can import images in a wide range of file formats commonly used in DTP (e.g. TIFF, PICT, EPS). After they have

been imported, images are automatically converted to the most appropriate format (either GIF or JPEG) and resampled to Web resolution. One benefit of this flexibility of image handling is that graphic designers can save a great deal of time when they take on jobs with both on-line and conventional design work by using the same original material.

We developed Freeway for use in the production of Web sites with the highest professional quality - comparable to the best that professional Web design companies can produce today. To publish on the Web at this standard you normally need to gain considerable experience of the intricacies of HTML and the peculiarities of HTML's behaviour in different browsers. Freeway customers do not have to invest their time in this learning process – our engineering team has spent a great deal of time researching the best techniques and tricks used by the Web design professionals and have built these capabilities into Freeway.

2. WHO WILL USE FREEWAY?

When we started this project we talked to many graphic designers about what they wanted from a Web design application and what they couldn't get from the currently available products. These people broadly fell into two groups. One group had little or no experience of professional Web design – they may have used products like Adobe PageMill and Claris HomePage or experimented with HTML but they had found the experience unsatisfactory. The second group were designers and producers working in established Web design companies, small and large, who were experienced in the techniques and pitfalls of Web site design and production, typically using text editors and graphics handling programs such as BBEdit and Adobe Photoshop.

A. DESIGNERS INEXPERIENCED WITH THE WEB

Designers who have not fully mastered the complexities of Web design constitute an important market for Freeway. These are professional graphic designers with experience in print design but with little or no expertise in coding HTML and little desire to devote their time and energy to mastering this technical skill before starting to design for the Web. It is very clear, and no surprise, that graphic designers want to spend their time designing rather than programming and expect their tools to support this design process. This is why, over the last ten years, Quark XPress has been so successful in persuading designers to move from the drawing board to the Macintosh - users see Quark XPress as a tool which allows them to express themselves creatively and does not interfere with this process. Our goal has been to make Freeway a tool that persuades designers that they can at last move quickly and effectively into the arena of Web design.

Freeway is a compelling proposition for very many designers. Our public beta program has encouraged participants from all areas of the publishing and printing industry as well as the education sector. Many of these people have had experience in design and layout using professional layout programs such as QuarkXPress and Adobe PageMaker. Beta users have ranged from design shops who have started to offer Web design services for the first time through to printing companies whose in-house designers are using Freeway to create their new Web sites. Other users include publishers, prepress shops, advertising agencies and corporate design departments.

WHY DO GRAPHIC DESIGNERS PREFER FREEWAY TO OTHER PRODUCTS?

Designer new to the Web quickly discover that first generation HTML editors such as Adobe PageMill and Microsoft FrontPage do not measure up to their high standards of graphic design. For example the simple requirement for precise control in positioning objects on a page can not be achieved with these products either quickly or intuitively. To address this and related issues NetObjects developed Fusion and GoLive developed CyberStudio. These products go some way towards satisfying the needs of graphic designers but they still fall short of providing a compelling solution. With the development of Freeway, SoftPress has given graphic designers their first real chance to apply their full range skills and experience to the Web.

In the points below we have summarised the key functionality of Freeway which distinguishes it from products like Fusion and CyberStudio. It is claimed that both of these competitive products address graphic designers' needs through their Web page layout controls but, in our opinion, they fall short in some significant areas. Freeway's

strength as a designer's tool for the Web is founded on a combination of three areas of functionality which is unique to Freeway:

■ A user interface and way of working which is intuitive to graphic designers who use DTP products like Quark XPress and Adobe Photoshop daily. With Freeway they can become productive in just a few hours.

■ A rich set of layout, design and typographic tools which are unrivalled in the arena of Web design and provide a new level of creative freedom and control.

■ Intuitive and powerful productivity tools, for example features for creating anti aliased GIFs from editable text and WYSIWYG optimisation of GIF and JPEG image quality against file size.

These features complement Freeway's strengths in generating reliable and efficient HTML to provide a complete solution for Web site design.

Expert features are another important component of Freeway and are of specific interest to experienced Web producers and HTML-ers. Freeway provides the capabilities to add customised code and scripts (eg HTML, Java Scripts) so the power and functionality of Freeway is essentially unlimited.

What Designers are saying about Freeway

Here are a few quotes from Freeway users which illustrate the uniqueness of Freeway rather effectively. They come from designers who downloaded the public beta and, without any contact from us, sent email to express their enthusiasm for what Freeway offers.

> *"Congratulations on a superb application! I downloaded freeway beta yesterday afternoon and within three hours I was navigating my test document like I had been working with it for weeks. This is a revelation for designers with no html skills. At last I can design web sites for our clients without the rigid, grid-like structure of other lesser applications. I look forward to the full version of this well designed, intuitive application."*
> **Marc Rocca, Graphic Designer, The Million Company, Sheffield, England**

> *"Let me preface these responses by saying that your software is a life saver for graphic artists who are just getting into web design and do not want to learn from scratch. I love the flexibility of layout control that I have."*
> **Jon Rodda, Graphic Designer, Syracuse Printing Co., Syracuse, IN**

"It's hot, and I love working with it! I've done a lot of print pre-press the past six years, and Freeway is just as easy (maybe even easier!) than QuarkXPress. You folks have done a terrific job. I hope you sell a million copies."
Mike Kreffel, Cartoonist/Designer, Indianapolis

"What a fantastic application! At last, something that looks good and allows precise control - I'm impressed and want the full version when it ships"
Paul Harmer, Freelance Photographer, London

"Well. What can I say? The more I have used Freeway, the more I have come to appreciate it! I really think this is a winner. Having finished the company web site and uploaded it, I think my 'bug testing' is done for the time being. I will 'play' with it again before shipping date and I'm itching to have a go at more"
Heather Kavanagh, Scarbutts Printers, Kent, England

B. WEB-SAVVY DESIGNERS

Amongst this group of designers, the biggest competitor to Freeway is arguably BBEdit – the text editor of choice amongst Mac-based Web producers. Much of the professional Web site production industry uses hand coding of HTML as the basis for their production process whether it is a one person company or a major Web design company employing 50 people. It is quite common to hear Web site producers say that there is nothing better than the flexibility of hand-coding HTML and this statement has some truth in the context of producing the leading-edge web sites in which the experts specialise.

Having said that, the experience we have gained with the Freeway beta program over the last six months tells us that our product can provide substantial time savings in even the most advanced Web production company. Freeway efficiently performs tasks which are valuable to any Web site production process - here's just four of them.

PROTOTYPING

Producing concept sites for clients can be time consuming. There is frequently as much work in producing a rough sample as there is in producing the finished piece. Because of the rapidity with which a site can be designed and constructed in Freeway, and more importantly because of the speed and ease with which global changes can be made to a site , a Web design company can quickly design and produce a variety of alternative concept sites. These can be built complete with navigation links in far less time than a single prototype could be produced by hand-coding and the length of the client approval cycle can be dramatically reduced.

CREATING GRAPHIC PAGE ELEMENTS

In commercially produced Web sites, the creation and production of graphic and typographic elements is carried out in other applications, such as Photoshop. These applications do not have the same level of layout, typographic control and flexibility as is available in a professional layout application such as Freeway. In short, you can produce typography, simple graphics and combination graphics in one Web design application - Freeway - and this comes from Freeway's unique abilities to export editable text as anti-aliased Web-ready graphics, to overlap page elements and to output the whole as a high quality Web-ready graphic.

PROCESSING IMAGES.

Web publishing professionals need to take a great deal of care with images published on the Web. They make graphic files as small as possible, consistent with maintaining image quality, so that they download efficiently. Another important production issue is to ensure that the colors used in images reproduce correctly across the wide variety of display environments found on the Web. Freeway does this automatically and allows inexperienced users to achieve best quality results. This feature also provides substantial time savings for the established Web design shop because this time consuming and repetitive task can be undertaken in this one application.

Freeway offers a further advantage over other tools through its WYSIWYG approach to optimizing file size against quality. When the file size, color palette, number of colors or compression level of images need to be altered, an interactive graphic preview is available which gives feedback on exactly what effect changes being made are having on the graphic quality in real time. This saves the time consuming trial and error process inherent in the use of other tools which normally do not

offer visual feedback.

DESIGNING TEMPLATES

Freeway offers a free form approach to Web page layout which the Web professional can exploit to create templates for a site quickly and efficiently. Using Freeway a Web site producer can greatly reduce the time spent defining and altering basic layouts which are repeatedly used to form the basis for many pages in the site. Using this technique the producer has control over Web page layout and design independent of content. The Freeway User Guide is a simple example of how this can be applied. We produced the original files of our User Guide in Adobe PageMaker so that a printed version could be available as well as on-line versions in PDF and HTML. The PageMaker files were exported both as a PDF and in HTML format. The HTML files were then poured into stylized templates which were designed with Freeway.

3. GETTING STARTED WITH FREEWAY

WHAT DO I NEED ?

YOUR COMPUTER
An Apple Macintosh or other MacOS-compatible computer with a 68040 or
PowerPC Processor, CD-ROM drive, and a hard disk with at least 20MB free

RAM REQUIREMENTS
After the system software has loaded, you need:
68040 - at least 5MB free
PowerPC - at least 9MB free

COMPUTER VIDEO
800x600, 256 Colors is suggested, but ideally you should have a multiple scan moni-
tor and be able to drive it at up to at least 1024x768, 24-bit color.

WEB BROWSER SOFTWARE
You require one or both of the following Web Browsers in order to view the pages
you make with Freeway, preferably in a selection of different versions:
Netscape Navigator
Microsoft Internet Explorer
(both version 3.0 or later)

REQUIRED SOFTWARE
System 7.5.1 or later
Apple ColorSync 2.0 (supplied via custom install)
Apple GXGraphics (supplied)
plus to use Type 1 PostScript fonts:
Adobe Type Manager 3.8.3 or later
SoftPress Type 1 Works (supplied)

HOW TO INSTALL

TO INSTALL FREEWAY
1.   Insert the Freeway CD into your computer.
2.   When the open window appears on your desktop, find the installer icon
      Freeway 1.0 Installer and double-click to open it.
3.   Choose between Easy Install and Custom Install. Easy Install is recom-
      mended for most customers, and includes all the files necessary to run
      Freeway, plus the help files and documentation.
4.   If necessary select a different destination drive to install to.
5.   Freeway will be installed to a folder at the top level of the specified vol-
      ume, but you can change this if you wish.
6.   Click the Install button. You need to restart the computer once the
      installation is complete.

When you install Freeway using the Easy Install option, a new folder is created at the top level of the destination drive containing the following items:

- **The Freeway application** - *either Freeway™ 1.0 (PPC) or Freeway™ 1.0 (68K) depending on your computer*
- **Freeway Readme** - *a SimpleText file containing this information, plus any late-breaking information*
- **Help** - *a folder containing the online help and User Guide in HTML format*
- **Freeway User Guide.pdf** and **Getting Started.pdf** - *the User Guide and Getting Started booklet for Freeway in Adobe Acrobat PDF format for viewing or printing*
- **Freeway Tutorial Folder** - *contains the resources required to complete the tutorial exercises*
- **Utilities** - *a folder containing SoftPress System Info, which generates a report on your system in order to help support personnel to diagnose any problems*
- **Dictionaries -** *for spellchecking and Hyphenation in UK and US English.*

In addition, the following items may be installed to the Extensions Folder in your active System Folder:

GXGraphics, SoftPress Type 1 Works

GXGraphics is a library of graphics routines which is required for Freeway to run. If this is removed, Freeway will not launch.

TROUBLESHOOTING

In the unlikely event of any problems occurring after you install Freeway, refer to this section to see if the problem is referred to here. If not, point your browser at http://www.softpress.com/support or contact us by email at support@softpress.com

The areas covered are:

> error messages on startup
> freeway gives an error message and won't launch
> freeway crashes whilst opening

If you encounter the following messages on starting the computer, see the information on the following pages regarding the 3rd-party software referred to:

> *"The installed substitution fonts are designed for use with Standard QuickDraw. Please remove them and install the QuickDraw GX versions."*
> **- Adobe Acrobat 3.0 or previous is installed - see the section on Adobe Acrobat below.**

> *"QuickDraw GX will not be active because it's printing system is not installed."*
> **- Apple Desktop Printing version 1.03 is installed - see the section on Apple Desktop Printing below.**

FREEWAY GIVES AN ERROR MESSAGE AND WON'T LAUNCH

If you receive a message when you try to open Freeway, and Freeway fails to launch, it is likely that some required software is missing.

> *"It seems GXGraphics is not installed. Please install or reinstall and then try again."*

This means that the GXGraphics extension, which is required to run Freeway, is not present in your system folder, or has not loaded. Ensure that the extension GXGraphics is present in your System Folder and then restart your computer. If the message still appears when you try to launch Freeway, contact SoftPress Support.

> *"ColorSync™ is either not installed or is too old. Please use version 2.0 or newer."*

ColorSync is part of the system software supplied as part of the MacOS, and version 2.0 or later is required for GXGraphics and Freeway to operate. Ensure that ColorSync 2.0 is correctly installed, and then restart your computer and try again. If you have any questions, or are unable to locate ColorSync 2.0, contact SoftPress Support.

FREEWAY CRASHES WHILST OPENING

Freeway is a very stable application, and if you do find that Freeway is crashing, quitting unexpectedly, or freezing during opening, the cause is almost always either a clash with some 3rd party software installed on your computer, or a bad or corrupted font.

SOFTWARE CLASH

If the problem is due to a software clash, the culprit is likely to be a 3rd-party extension or control panel installed in your active System Folder. To troubleshoot this, you can try restarting without any 3rd-party extensions or control panels installed, but you must remember that ColorSync 2.0 and GXGraphics are required for the correct operation of Freeway, as well as Adobe Type Manager (plus the SoftPress Type 1 Works extension for versions of ATM prior to 4.0.2) extension if Type 1 PostScript fonts are to be used. If you are not familiar with troubleshooting software clashes in this way, contact SoftPress Support for assistance before you proceed.

BAD FONTS

Freeway needs to read through the fonts available on your system as it starts, and it may encounter a problem if one of the fonts is damaged. Note that damaged fonts may not necessarily cause problems in applications other than Freeway.

To see if this is causing your problem, you can temporarily turn off any font management software you may be using, and drag the fonts folder out of your system folder to the desktop, then restart your computer. If Freeway then launches successfully, you know that a bad font was causing the problem, and can then try to isolate which one it was by a process of elimination.

Note that when you restart, a new fonts folder is automatically created. As long as you don't add any fonts to this new one, and are careful not to get the real fonts folder and this new one mixed up, you can allow it to be overwritten when you move the real fonts folder back into the System Folder.

THIRD-PARTY SOFTWARE ISSUES

When you install Freeway and its required extensions, you may encounter some unexpected error messages, or there may be issues with 3rd-party applications and utilities you need to be aware of. The common issues are documented below.

ADOBE TYPE MANAGER

In order to gain access to your Type 1 PostScript fonts from within Freeway, you must have version 3.8.3 or later of Adobe Type Manager installed, as well as the SoftPress Type 1 Works extension. Without this extension, Freeway will not be able to use Type 1 fonts.
Alternatively, if you have version 4.0.2 or later of Adobe Type Manager, this will not require the SoftPress Type 1 Works extension.

ADOBE TYPE REUNION

Adobe Type Reunion is not compatible with Freeway, and must be disabled while running Freeway. If you have Type Reunion 2.0 Deluxe, you can disable it for selected applications - go into the Type Reunion Control Panel, select the Compatibility tab, and add Freeway to the list of excluded applications using the Add button at the lower right.

ADOBE ACROBAT

After restarting your machine with GX Graphics loaded, you may see an error message on startup if you have Adobe Acrobat installed:
> "*The installed substitution fonts are designed for use with Standard QuickDraw. Please remove them and install the QuickDraw GX versions.*"

This error message, which is generated by Adobe Type Manager, is misleading. The simple solution is to reinstall Adobe Acrobat. Alternatively you can upgrade to Adobe Acrobat 3.01 which resolves the problem. The cause of the problem is an incompatibility between Adobe Acrobat 3.0 or earlier and the GX Graphics extension. When Acrobat is installed the set of substitution fonts used depends on whether GX Graphics has already been installed. If GX Graphics is installed after Acrobat then the wrong substitution fonts will be found. Reinstalling Acrobat will replace these with the correct fonts.

APPLE DESKTOP PRINTING

If Apple Desktop Printing is installed when you start your machine with GX Graphics loaded, you may see the following message:
> "*QuickDraw GX will not be active because it's printing system is not installed.*", *and your desktop printer icons will be crossed out on the desktop.*

This happens with version 1.0.3 of Desktop Printing, which is not compatible with the GX Graphics extension. To resolve the problem, either restart without the Desktop Printing extensions listed below, or upgrade to Apple Desktop Printing 2.0.1 or later, which resolves the conflict.

ADOBE PAGEMAKER 6.5

Adobe PageMaker 6.5 will report the following error message when you choose the Print command while GXGraphics is active:
> "*PageMaker 6.5 does not support and is not compatible with the version of QuickDraw GX installed on this computer. Remove QuickDraw GX and restore Type 1 fonts to ensure proper printing from PageMaker.*"

However, the message is erroneous, and clicking the Print anyway button will allow you to proceed and print as normal.

4. FREEWAY TOUR

This section introduces the basic concept of Freeway, describes the main parts of the Freeway interface, and gives a step-by-step workthough of how to create a site using the product. The workthrough uses files and instructions based on the Freeway tutorial, which is described in the Getting Started booklet.
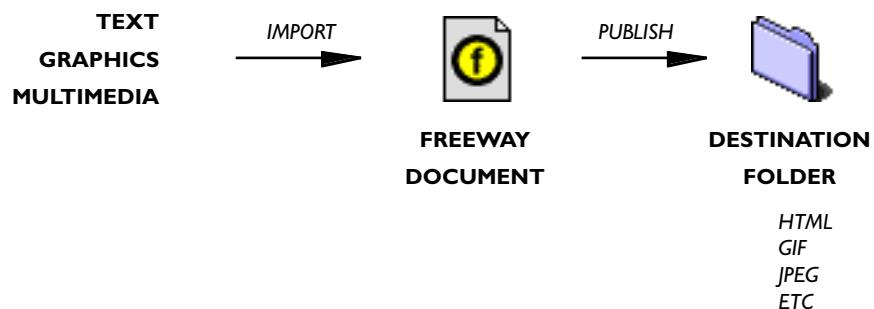
BASIC CONCEPT

The basic concept of Freeway differs from most other Web authoring tools. Freeway does not edit HTML directly. Instead, the user creates a document within Freeway, within which they can define pages. They import text, graphic and multimedia files onto these pages, and create Hyperlinks to enable the site to be navigated.

When the user wishes either to publish the site on the Web, or preview how it looks in a Web browser, Freeway exports the entire contents of the document as individual HTML files, along with the associated GIF, JPEG and other files suitable for the Web, into a destination folder which the user must specify, called the Publish folder.

It is the contents of this Publish folder which need to be uploaded to the user's Web space.
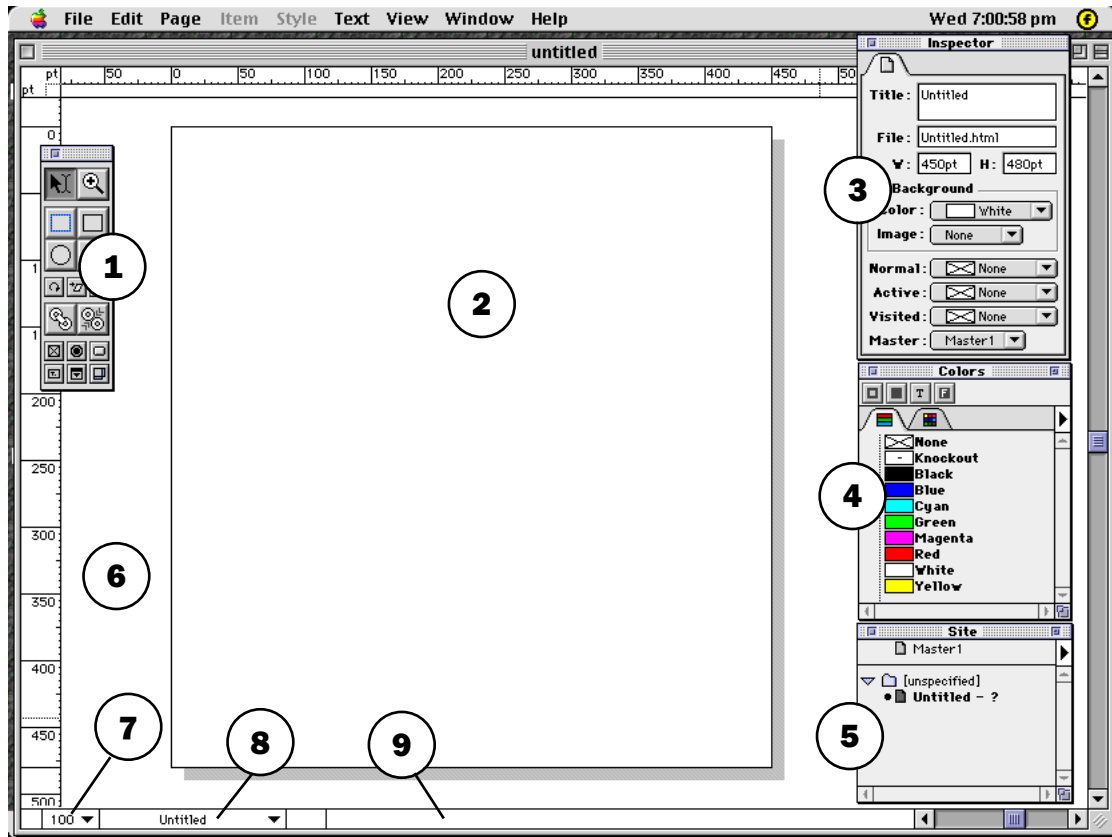
Freeway works in a similar way to page layout programs, so for example where one might lay out a magazine in QuarkXPress, then print it to PostScript, using Freeway one lays out a Web site and Publishes it to HTML.

Freeway cannot be used to edit an existing site which already consists of HTML files, nor can HTML pages be imported into Freeway documents so as to retain their content and layout on the Freeway page. HTML import is a feature planned for a future release of Freeway.
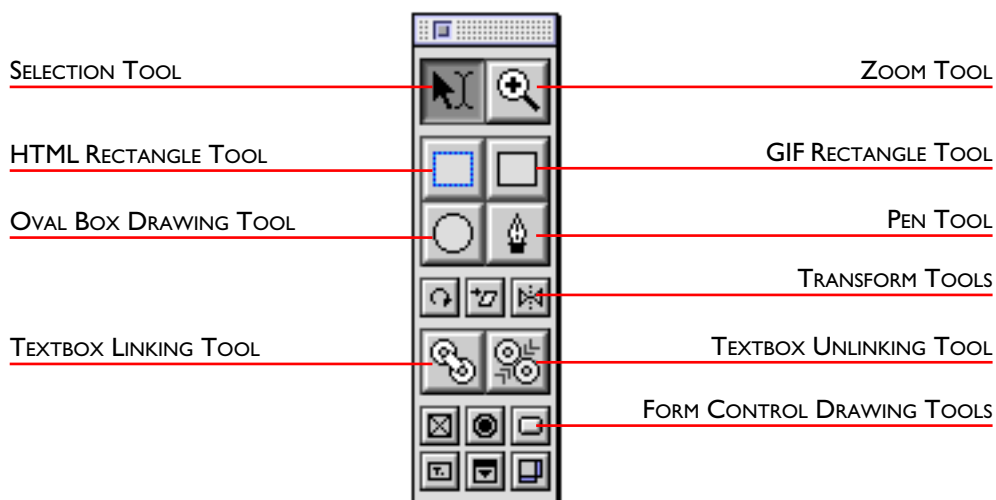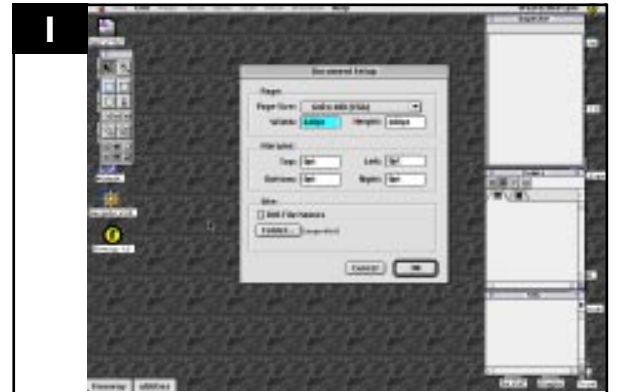
TEXT
GRAPHICS
MULTIMEDIA

IMPORT

PUBLISH

FREEWAY
DOCUMENT

DESTINATION
FOLDER

HTML
GIF
JPEG
ETC

SCREEN TOUR

THE FREEWAY INTERFACE

1. Tools Palette	6. Pasteboard
2. Page	7. View popup menu
3. Inspector Palette	8. Page popup menu
4. Colors Palette	9. Status line
5. Site Palette	

THE TOOLS PALETTE

SELECTION TOOL — ZOOM TOOL

HTML RECTANGLE TOOL — GIF RECTANGLE TOOL

OVAL BOX DRAWING TOOL — PEN TOOL

— TRANSFORM TOOLS

TEXTBOX LINKING TOOL — TEXTBOX UNLINKING TOOL
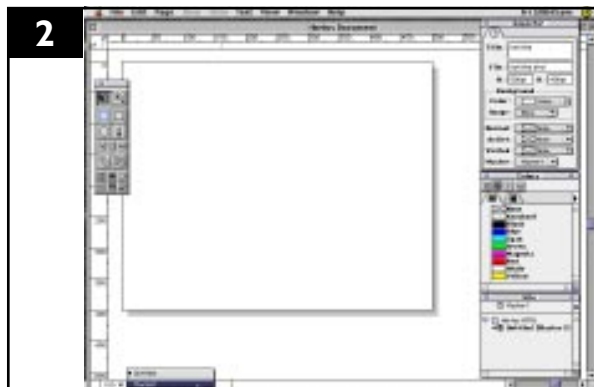
— FORM CONTROL DRAWING TOOLS

CREATING A WEB SITE WITH FREEWAY

The following steps show how a simple Web site might be created with Freeway, using the exercise files from the Tutorial - for more information about any of the steps, or for detailed instructions, see the Getting started booklet supplied with Freeway.
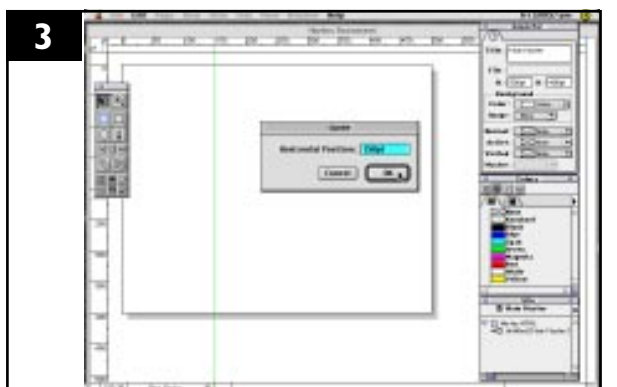

1. CREATE A NEW DOCUMENT
Choose New from the File menu to bring up the Document Setup dialog and select a page size. You can also setup margin guides, specify 8.3 or long filenames, and specify an output folder for the HTML output that will be generated.
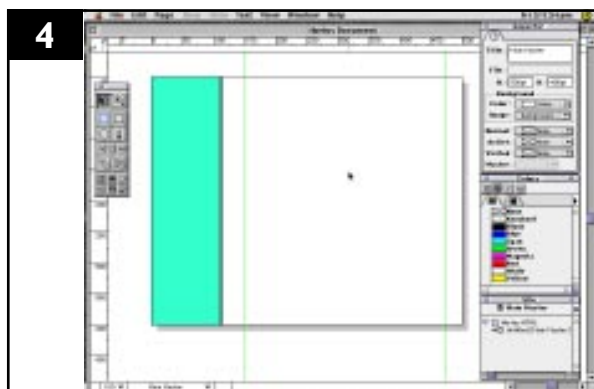

2. SWITCH TO THE MASTER PAGE
Switch to the default master page using the page popup menu at the bottom of the window. Alternatively, you could click on the icon for Master1 in the Site palette.

3. SET UP RULER GUIDES
Drag ruler guides onto the page, and double click them to display the guide dialog - you can either check the existing position, or enter a new value to reposition guides.

4. APPLY A BACKGROUND IMAGE
You can apply a background image in GIF or JPEG format which tiles automatically to fill the browser window. Freeway ensures that elements on the page keep their position with regard to the background in as many browsers as possible.

5. IMPORT AN IMAGE
You can import a wide variety of standard images into Freeway, including TIFF and PICT, which are automatically converted to either GIF or JPEG on export, whichever is most appropriate depending on the image.

6

6. **CREATE SOME GIF TEXT**
Text in Freeway can be exported as Anti-Aliased GIF graphics automatically when the site is built, giving access to a full range of sophisticated typographic commands. The text remains editable in Freeway at all times, and the user can even preview what the exported text will look like.

7

7. **CREATE SOME HTMLTEXT**
Text can be exported as conventional HTML text as well, with a wide range of HTML formatting commands applied to it. The user can choose what default fonts are used to preview HTML text in Freeway using the Preferences settings.

8

8. **SET UP LINKS TO NEW PAGES**
Hyperlinks can be applied to any run of text or any box in Freeway by highlighting some text or making a selection and then choosing **Hyperlink** from the Edit menu. Internal links can be established either to existing pages or to new pages created as you link to them (as above).

9

9. **NAMING PAGES AND FILES**
Each page in Freeway can be given a title which identifies it in the document and also appears as the window title in the browser. The filename for the resulting HTML file is automatically created from this, but can be replaced by one of the user's own choice as above.

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10. **ADD CONTENT TO THE PAGES**
Adding content is easy in Freeway - just draw boxes to hold text, graphics or multimedia elements. You can also tell Freeway to reference an external URL in a box, for example using <IMG> to insert a banner graphic from another server.

11

11. **CHECK INTERNAL LINKS**
You can check the internal navigation of your site without launching a browser by using the Follow Link command from the Edit menu while you have a selection which is a hyperlink. You can also **Cmd-click** the page icon in the status bar to jump to the linked page.

12.

12. CHECK ALIGNMENT WITH BACKGROUND
When the page is viewed in the browser, there is an extra margin of 8-9 pixels inserted at the left and top, which makes positioning of elements harder. To overcome this, you can turn off Clip Background from the View menu to preview the actual area of the background as seen in the browser.

13.

13. PUBLISH THE SITE AS HTML
Before the site can be viewed in a browser, it must be exported from the Freeway document as HTML - this is done using either the Publish command or the Preview command, both on the File menu. The site is built into the destination folder specified in Document Setup.

14.

14. PREVIEW THE SITE IN A WEB BROWSER
At any point during production you can preview the site in your favorite browser. Any elements changed since the last time the site was built using the Publish or Preview commands are re-exported, but not elements which remain unchanged.

15.

15. CHECK THE SITE APPEARANCE AND LINKS
You can view the site in your browser, checking the appearance of the pages and checking links to make sure they work. Animated GIFs and multimedia elements can be previewed in the browser.

16.

16. CHECK THE FILE SIZES
Once the site has been published or previewed, Freeway is able to report back on the resulting file sizes for the page including all graphics, and for individual graphics, using the Site palette and the "Show File Sizes" option. "Show Items" is turned on above to show sizes for graphics as well as pages.

17.

17. UPLOAD THE SITE FILES TO A SERVER
Once the site is complete, and has been previewed, it is then ready for upload to a Web server, using Fetch or Anarchie for example.

5. FREEWAY ESSENTIALS

This section describes some of the essential concepts behind working in Freeway. For more information on any of these topics, see the online help.

A. CREATING A NEW DOCUMENT

When you create a new document , the most important decision to make is choosing the page size. Either select one of the predefined page sizes from the popup menu. or type your own preferred values for the width and height of the Web pages you wish to create. This determines the default size for new pages created in Freeway. You can override the default page size at any point after the document has been created, either for individual pages using the Inspector palette's page panel, or for the whole document using the Document Setup dialog on the File menu.

B. CREATING CONSISTENT NAVIGATION AND APPEARANCE

To control the appearance of all the pages in your document, it's best to use Master pages. Each page in your document takes its default settings from a master page, and you can create as many master pages as you need to, for example to control the appearance of individual sections of your site. Objects on a master page are automatically copied onto any real pages which are based on it, and the real page will use the master page's Page settings, including size, background color, background image, link colors and so on.

C. CREATING AND MODIFYING ITEMS ON A PAGE

To place any content on a page in Freeway, you need to create containers for that content by drawing boxes. Freeway offers a variety of drawing tools in the Tools palette to draw boxes. Any box can hold either text, graphic or multimedia content. When the document is published to the Web, the items you have created in this way can be exported in a variety of ways. The method used to export each items isdetermined by it's Export type, shown in the Export panel of the Inspector palette whilst the item is selected.

When you create a box, it is left selected, and the drawing tool reverts to the selection tool. While the box is selected, you can move it using the selection tool, or use the selection handles to resize it. You can also apply Transformations, change the fill color or apply a border to it.

To deselect an item, click on an empty area of the page or pasteboard using the selection tool, or use a drawing tool to create another box. To select an item, use the Selection tool. You can either drag a selection rectangle around one or more objects, click on the very edge of a box using the selection tool, or hold down the Command key whilst you have any tool selected, and click anywhere inside the box. To delete an item, you select it using one of the above methods, then choose Edit/Clear or press the backspace or delete key on the keyboard.

D. CREATING NEW PAGES

To create new pages, use the New Pages... command, found on the Page menu, and also on the Site Palette popout menu. When creating new pages, you can specify how many pages you wish to create, which master page they will be based on, and what title they will have.

Pages are named in Freeway using the Title field in the Page panel of the Inspector Palette. The value for Title will also be used as the Window title of the Web page created from it, when the page is viewed in a browser.

When specifying a title as you create multiple new pages, the pages will share the same title, but it will be suffixed with the numbers 1,2,3 and so on.

To delete a page, bring up the Site palette and click on the page title in the palette to highlight the page, then choose Edit/Clear or press Backspace or Delete.

To change page, you can click the page icon of the page you want to go to in the Site palette, or select the page you want to go to from the Page popup menu at the bottom of the document window.

e. Using Master pages

When you create a new document, it starts out with one real page and one master page. Any new pages created are based on the default master Master1, but if you have more than one master page, you can choose which master new pages will be based on. New masters you create take their settings from those originally specified for the document when it was created, but you can change these at any stage using File/Document Setup.

To create a new master page, use New Master... from the Page menu or Site palette popout menu.

f. Entering and modifying text

To enter text on a page, you must draw a box to contain it. Any box can contain text, even oval boxes or boxes drawn with the pen tool, unless it already contains graphic or other content.

Normally, you draw a rectangular box to hold text, using one of the two rectangular box drawing tools. These tools differ in that they create boxes with different default export types - the blue rectangle box tool on the left creates boxes whose text content will be exported as normal HTML text, whereas the grey box tool on the right creates boxes whose text content will automatically be exported as a GIF bitmap graphic.

To enter text, select one of the box tools, click and drag diagonally on the page to define the size of the box, then click once inside the box to create a flashing textinsertion point, and begin typing.

To apply formatting to text, you must highlight the text using the Selection tool. When the selection tool cursor is over a box which contains or can contain text, it becomes an I-beam to show that you can edit the text. Drag across the text to highlight it, and then apply the options of your choice using the Style menu or the Text panel of the Inspector Panel.

g. Importing and modifying graphics

To import a graphic, draw or choose any box created with the Freeway drawing tools, and ensure that it is selected with its handles visible. Go to the File menu and choose Import.... In the resulting dialog, locate the graphic you wish to import and click Open.

Freeway always processes imported graphics and converts them to either GIF or JPEG as appropriate. You can override its choice using the Export panel in the Inspector palette if necessary. If you have a GIF or JPEG graphic which you do not wish to be affected by Freeway's export procedure, you have the option of importing it for "Pass-through". When you import an image for pass-through, you cannot change it's size, rotation, cropping, or overlap it with any other object, nor can you alter it's settings for colors, color palette, compression etc.

Pass-through images may only be imported into rectangular boxes, and the box must be large enough to hold the graphic. If the box is too small the graphic will overflow, shown by a large blue cross through it.

You can use various commands to resize or position graphics within their box - these commands and their shortcuts are shown on the Item/Graphics submenu.

Imported graphics which are imported normally, i.e. not as pass-through, will be converted to either GIF or JPEG format when the site is published to HTML. Which format is used by default depends on the color depth of the original image that is imported. Images with greater than 256 color depth are automatically set to export as JPEG format, whilst images with 256 colors or less are automatically exported as GIF format. You can set the export options for each, and switch between the two export types, using the Export panel of the Inspector palette.

h. Importing multimedia content

To import a multimedia element, draw or choose any rectangular box created with the Freeway drawing tools, and ensure that it is selected with its handles visible. Go to the File menu and choose Import.... In the resulting dialog, locate the element you wish to import and click Open.

Freeway will allow you to import any file that is supported by a Netscape plug-in, and it shows a Netscape plug-in icon inside the box containing the element. To preview the plug-in content, you must view the exported HTML page in a Web browser. Boxes containing plug-in content may not be transformed or overlapped with other boxes.

Previewing plug-in content in place on the Freeway page is a feature being considered for a future release of Freeway.

i. Creating Hyperlinks

To define an internal link to an existing page using the Hyperlinks dialog
1.   Highlight the text, or select the box that you wish to apply the Hyperlink to
2.   Choose Hyperlinks from the Edit menu (Cmd+K)
3.   Select a page from the list of Existing Pages and click OK
4.   The link will be indicated by blue and underlined formatting for text, or by displaying a link icon in the top left corner of boxes, as appropriate, and the link will be displayed in the status line at the foot of the document window when the text is highlighted or the box is selected.

To define an external link using the Hyperlinks dialog
1.   Highlight the text, or select the box that you wish to apply the Hyperlink to
2.   Choose Hyperlinks from the Edit menu (Cmd+K)
3.   Choose the appropriate link type from the URL popup menu, and type or copy/paste the link reference into the text field provided.
If creating a relative reference, do not specify a link type. Ensure that the reference completely replaces the default text "http://" in the text field.
4.   The link will be indicated by blue and underlined formatting for text, or by displaying a link icon in the top left corner of boxes, as appropriate, and the link will be displayed in the status line at the foot of the document window when the text is highlighted or the box is selected.

j. Image Maps

Freeway allows the creation of Client-Side image maps using the same box drawing tools used to create GIF items on the Freeway page to define hot-spots on the image.

To create an image map, draw a box and import the graphic into it. Resize this and position it on the page as you require.

Next, select the box drawing tool of your choice, depending on the shape of the hot-

spot you wish to define. You can define hot-spots using the GIF rectangle box draw-ing tool, the oval drawing tool, or the pen tool. Define the box over the area you wish to become a hot-spot, and then with the box still selected, define a Hyperlink for the empty box, according to the instructions in the section above.

Freeway automatically understands that an empty GIF box over a graphic should become a hot-spot in an image map, and defines the appropriate HTML commands in the output.

k. Overlapping items on the Freeway page

Objects on a Web page cannot be overlapped with one another, (except using the new Layers standard which has yet to receive widespread support) - however, designers need to be able to work outwith this artificially imposed limitation on their creativity. Until now, there was no solution to this problem, which Freeway neatly side-steps.

Although the objects on the Web page may not overlap, items in Freeway can. Through innovative programming and software design, Freeway allows the Web designer to create any combination of layout objects, and then deals with that combi-nation as best it can using techniques learnt from professional Web designers. Whilst working, the user is assured of a screen preview which gives a clear view of the final output .

l. Overlapping graphic elements with each other

When two graphic objects are overlaid, Freeway deals with this when the site is pub-lished by exporting the two overlaid items as a single composite graphic. It is this ability to seamlessly combine graphic objects which gives rise to much of the creative freedom Freeway offers. When two graphic objects are overlaid, a new kind of object is created within Freeway - an Image Group. The items themselves are unchanged, and can be moved or edited as freely as before.

Image groups are created and decoupled automatically as the user works in Freeway. When two or more graphic objects overlap to create an image group, this is shown by a new dotted line outlining the bounds of the new graphic which will be created on export, and a new panel appears in the Inspector Palette, the Group Export panel. This is used to set the export options for the new image that will be created.

When an image group is formed, the dominant image in the group is the rearmost in the stack of objects. It's title influences the filename of the export image. The Group Export panel appears whenever one of the items in an image group is selected, and the options which are used are those of the dominant object in the group. Any changes to the settings made in that panel are saved into the dominant item in the group. If the dominant object is an item with an export type of JPEG, the image cre-ated on export will be a JPEG. If the dominant object is an item with an export type of GIF, the image created on export will be a GIF.

While part of an image group, items also show the original Export panel in the Inspector palette, but the only options here are for selecting the export type.

m. Overlapping HTML text boxes with graphic elements

Again, HTML text boxes cannot be reproduced in the output overlapping any other element on the Web page, but they can be moved on top of graphic elements on the Freeway page. If this happens, then the HTML text box will cut a "hole" through the underlying graphic element, revealing the page background.

This is represented by accurate feedback within Freeway. In addition to reproduce this in the output, the graphic element on the Freeway page is automatically cut up horizontally and exported as individual images.

When this happens, there are certain circumstances in which the parts of the image may get pushed apart when viewed in the browser, for example if the text inside the HTML text box is viewed at a large size in the browser window.

To avoid this, it is suggested that any HTML text boxes which are made to overlap graphic elements on the page are sized so as to allow plenty of room for the text to grow before it begins to "stretch" the layout. To help the user judge when an HTML text box may potentially cause graphic elements to split, there is a specific preview otpion on the View menu called HTML Layout which shows the cuts that will be made across the graphic element in question. If there is risk of separation, red arrows displayed over the affected elements alert the user to this.

n. Overlapping HTML text boxes with each other

When HTML text boxes are overlapped with each other, Freeway deals with the output by building elaborate HTML table constructs. Any text in the underlying text box gets pushed down so as to overflow if necessary. It is not possible to have HTML text wrapping neatly round the side of an overlapping box using Freeway 1.0, although we are investigating means by which this could be achieved in a future version.