

# Dreamweaver - The Pitch

by David Boles

## **Oh, No! Not *Another* HTML Book!**

There are a slew of HTML editor and Website design books in the marketplace. Why in the world wide web do we need yet another book on the same topic? Is there an audience out there for another book?

These are the same sort of questions Macromedia recently dealt with when they decided to invest big money and a mass of human resources in order to bring Dreamweaver quickly to market. There are a lot of HTML editors and Website design programs, why make another?

The answer Macromedia came up with in the guise of Dreamweaver and the answer to your wonderment as to why we need a Dreamweaver book is the same:

**Macromedia Dreamweaver was created to be and is marketplace positioned to be the first visual web design tool in the history of the Internet specifically created for professional Website developers.**

## **Audience**

The audience for this book is every professional and amateur website designer who wants a single simple tool for creating sophisticated and dynamic websites without any hassle. Dreamweaver has been in beta testing since October and will be released in January 1998.

The temperature in the proprietary Macromedia newsgroups for Dreamweaver ([forums.macromedia.com](http://forums.macromedia.com)) is excited and hot -- even jaded website professionals who used to use Notepad to code their sites find pleasure in the Dreamweaver interface and its strict "non-tampering" ethic of opening of previously coded HTML files!

## **Mega Downloads and Massive Channel Pre-Sales**

The open Dreamweaver beta has scored over 200,000 downloads in less than six weeks from MACROMEDIA.COM website (according to a close Macromedia Insider) and the first channel run of Dreamweaver (according to the same Macromedia Insider) is rumored to be over 125,000 copies! Not even Macromedia's hallmark products like *Freehand 7*, *Flash 2.0* or *Director 6.0* scored that many channel pre-sales in its debut run.

**With a street price of \$499 for Dreamweaver on the Windows 95, Windows NT and Power Macintosh platforms (an intro price of \$299 is available until March 1998) you can see Macromedia is aiming for the extremely serious, moneyed, and engaged high-end web design and management professional.**

You can smell the swelling desire for Dreamweaver in the newsgroups and on private Dreamweaver beta websites. Having a book to champion that passion is the niche we can ride to success in the marketplace.

## **Competition**

Secret publishing sources revealed to me that IDG Books Worldwide have an "Into to Dreamweaver" title in the works, so the marketplace demands a competing book aimed at the middling designer and upper level web professional.

## **The Hook**

This Dreamweaver book will start with the deconstruction of a Dreamweaver-specific website that I will have created for our readers. Working backwards from a finished website, the reader will better be able to understand Dreamweaver's creative process of creation since they'll be seeing the end result first.

## **Backgrounder**

As the publisher of GO INSIDE Magazine, one of the hardest things I must deal with every day is the wide variety of web browsers our million monthly readers use to view us. The attack I take to defend our "neutral browser position" is to have as plain a text interface as possible for the magazine. That philosophy is not very visually stimulating to the eye -- but at least my magazine is as readable as possible for as many readers as possible.

## **Dream On**

Now, close your eyes with me and imagine a neutral HTML site creation and management program that doesn't mire itself in the Microsoft Internet Explorer and Netscape Navigator HTML incompatible tag fight.

Keeping your eyes closed tight, go one step further and imagine an HTML site creation and management program that actually "referees" these HTML tag disputes and lets you create keen Websites without the worry or hassle of coding specifically for any certain web browser.

Next?

Open your eyes and behold the manna of your imagination: Macromedia's Dreamweaver!

## **Weaving Dreams**

The beauty of Dreamweaver is that no server extensions are required to get its HTML magic to work. Dreamweaver does an impressive job of legislating competing browser tags while still strictly verifying all 3.2 HTML sanctioned tags. Dreamweaver handles CSS-P and DHTML so well that "code it once and forget it" is truly the mantra that drives the program.

## **The Eyes Have It**

Dreamweaver is a "Visual HTML" editor so less skilled webmasters can design good, solid code and universal HTML templates without having to bore into hardcore code. But that doesn't mean Professional Webmasters can't benefit from employing Dreamweaver in their site creation toolbelt. Dreamweaver allows the professional site designer to absolutely control every inch and pixel of a site very easily and without any negative drama.

## **Native Support**

Dreamweaver embeds native support for BBEdit (for Mac users) or HomeSite (for PC users) for deeper base-code manipulation. **Dreamweaver supports Roundtrip HTML, JavaScript, FTP, Timeline Animation, Repeating Elements Library, Absolute Positioning, DHTML, Page Design, Detailed site management, and more!**

## **Preferred Over All**

The thing I like best about Dreamweaver is its "Nondestructive Importing" feature and that means Dreamweaver WILL NOT MESS WITH pre-existing code and add its own proprietary personality of HTML tags when you open a file for editing that was created in another program. If you've ever opened a pre-existing HTML file into PageMill 2.0 or FrontPage 97/98 -- you know the horror of which I speak. <G>

## **GO INSIDE Dreamweaver?**

Who knows? With help from Macromedia Dreamweaver, I might just be able to add some universal jigs and jazz to GO INSIDE Magazine that every one of my million monthly readers can not only see, but enjoy!

## **The Sked**

Now let's take a look at an outline for a 300 page advanced Dreamweaver book that will take 12 weeks to write since I will not only be writing the book text, but I will also be designing the lessons and creating a Dreamweaver website that will be demonstrated in the book.

## **Dynamic Updating**

There will be no CD-ROM bundled with the book since the live website will hold all the material found in the book. This also ensures that if there are changes or modifications to Dreamweaver or content in the book after publication, the live Dreamweaver website can be dynamically updated to cover the changes and new material.

## **Dreamweaver Website**

**The official Dreamweaver site for the book would be hosted on BOLES.COM to help ensure fast and accurate information and code updating.**

## **Author Vitae**

I have been writing professionally for 17 years. My work as a Playwright has been seen in 16 states and 27 cities on national tour (including the Kennedy Center and the Brooklyn Academy of Music).

## **Periodicals**

My technical magazine writing has been published in *Windows Magazine* and *Boot*. I have over 40 articles published in GO INSIDE Magazine where my work is read by over a million readers a month. GO INSIDE gives me a pre-built audience of readers who look to me and my magazine for accurate and ringing information and advice.

## **Books**

**Books include *Windows 95 Communications and Online Secrets* for IDG Worldwide and *A Windows NT 5.0 InterNetworking Primer* coming soon from MIS Press.** I was also the Technical Editor for *Click Here* -- a book for New Riders.

## **More...**

If you'd like more information on the where and what of who I am, please visit [BOLES.COM](http://BOLES.COM) and click on the CURRICULUM VITAE link.

# Dreamweaver - The Outline

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## **Part One** (50 pages)

### **Rountrip HTML**

- HTML Source Code
  - Current Compatibility
  - No Content Change
- Modeless Source Editing
  - Simple Manipulation of raw Code
  - Tricks and Tips
- Non-destructive Importing
  - Examples
  - How Dreamweaver Handles Changes
- On demand Validation
  - Quick Tag Checks
  - Fixing Incorrect Code
- HTML 3.2
  - What It Covers
  - HTML 4.0
  - How Proprietary Tags are Handled
- Javascript Editing
  - Demonstrations
  - Creating Code
  - Runtime Checks
- High-Quality HTML Generation
  - No HTML Junk Added
  - Cleaning out PageMill 2.0 and FrontPage 97/98 Crude
- HTML Inspector
  - Quickly Add Real Time Nuggets
  - Text or Visual Mode
  - Color Coded Tags Jam You In and Out
- Integration with BBEdit, HomeSite Included
  - Benefits of Going External
  - BBEdit Tricks and Tips
  - HomeSite Fun and Features

## **Part Two** (50 pages)

### **Dynamic HTML**

- Animation Timeline UI
  - Netscape Players
  - CCS-P Players
  - Macromedia Director-Style Scores
  - Sophisticated Animation without using JavaScript
- Browser Independence
  - Neutral Code Advantages
  - Proprietary Browser Animation Tricks
- Netscape Layers and CSS-P
  - Overlapping Layers for Special Effect
  - DTP-Style UI
- JavaScript Behavior Library
  - Adding Multiple Behaviors
    - Animated Web Page Elements
    - Sounds
    - Roll-Overs
    - Form Validation
    - Alert Messages
    - More, More, More!
  - Saving Time with Cross-Browser Applications
  - Ready to Run, Tested Behaviors
  - No Need to Code from Scratch
  - Scratching Your Own Code (Only If You Want To!)

## **Part Three** (100 pages)

### **Page Design**

- Tables and Frames
  - Creation
  - Editing
  - Drag and Drop Design
- WYSIWYG Editing
  - Benefits
  - Drawbacks
  - Why Dreamweaver works Best
- Professional UI
  - "Real World" Viewer without a Browser
  - Universal Interface for Neutral Platforms
  - Progressive JPEG and GIF UI Preview Support
- In-Place Table and Frame Editing
  - Frame Positioning Methods
  - Tables Tricks and Tips
  - True "In-Place" Secrets Across Platforms
- Absolute Positioning of Layers
  - Pixel-Precise Placement
  - Improving Download Times
  - Desktop-Publishing-Style UI
  - No Need to Generate Uneditable Background Table Code
- Extensible UI
  - Create Re-Usable Code
  - Customizable HTML Components
  - Object Bins
  - Storage Components
- Grids and Rulers
  - Graphics Positioning
  - Text Wrapping
  - Modifying Layers
- Download Time Monitor
  - On-The-Fly Resampling
  - Aesthetic vs. Bandwidth

## **Part Three** (100 pages)

### **Page Design -- (Cont'd)**

- Browser Targeting
  - How to Be Proprietary and Neutral Simultaneously
  - Insider Tips for Using Browser IDs
- Cascading Style Sheets
  - More Control
  - Universal Look and Feel
  - Automate Repetitive Tasks
  - Maintenance

## **Part Four** (75 pages)

### **Sitewide Content Management**

- Repeating Elements Library
  - Edit Repeated Content
  - Headers and Footers
  - Single Files
  - Library Engine
  - Updating Entire Site on Demand
  - Testing Time Reduction
  - Increased Reliability
- Browser Targeting
  - Report Generation
  - Problem Identification
- Visual FTP
  - Easy Upload
  - Visual Interface
  - Easy Transportation to Production Environment
- Hyperlink Management
  - Methods and Resources
  - Fixing Broken Links
  - Creating New "Vibrant" Links

## **Part Four** (75 pages)

### **Sitewide Content Management (Cont'd)**

- Visual Site Overview
  - Easy Integration with Pre-Existing Sites
  - Graphical Drag-N-Drop Interface
- Repeating Content Management
  - Saving Time
  - Controlling Resources
  - Quicker Ways of Working
- Multiple File Search and Replace
  - Full-Site Find
  - Single Word Search
  - Boolean Finds
- Collaborative Development
  - Team Sharing
  - Live Intranet Feedback
- File Locking
  - Protecting Work
  - Team Development Environments
  - Avoid Data Loss
  - Version Control Problems Solves

## **Appendices** (25 pages)

- Reference Tags
  - HTML 3.2
  - HTML 4.0
  - Proprietary Browser Support Table
  - Dreamweaver vs. The Competition Features Table
  - Dreamweaver Component Code
- Web Resources
  - Dreamweaver Sites
  - Macromedia
  - Book Website Details
- Glossary
  - Web Terms
  - Design Tips
    - Clean Code
    - Color Tricks