Chapter 11

Web Design in MS Word

In this chapter, we will learn the following to World Class Standards:

- **Understanding Web Design**
- **Storyboarding the Web Page**
- **Opening and Saving the Document as a Web Page**
- **Changing the Font and Font Size**
- **Adding a Hyperlink**
- **Inserting an Image**
- **Inserting an Indented Bulleted Information**
- **Creating a Mail To Hyperlink**
- **Inserting a Copyright Statement**

Understanding Web Design

Most web designers start learning Hyper Text markup Language or just plain HTML. In learning this form of coding that allows anyone to read our documents over the Internet, we have to learn how to arrange the code, so our words and images successfully transmit to another computer. However, there are programs such as Adobe Dreamweaver that allow the programmer to design the web layout page and the code is automatically written for us. Microsoft has developed a similar feature, so we can convert any Word document into an Internet-ready file by saving it as a web page. In this lesson, we will start with a simple file that all web designers should create: the web designer's page.

When designing for the web, we want to use techniques we have learned in previous lessons, but now several documents should have a uniform appearance, so the web browser is convinced that the presentation is coming from a professional organization. We avoid working on the title page or homepage since it is somewhat complex for a new web designer, so we will save that page for our fourth web document. We need time to practice with constructing simpler templates so we can learn quickly and make progress on our project at the same time. Since web projects can take a considerable amount of time to create than regular documents, we will want to work from simple to complex, so less experienced designers do not lose interest.

We want to caution the new web designers who are making their first web page. Do not feel that you need to erase your work and continually start over again. Less practiced designers will delete their work because they believe that the page is acceptable. In the web design field, wait until the work is done and then let a focus group review the entire project. Record their comments, and decide what modifications need to be made. A single designer might not like their original concept, but web browsers do. Learn to listen to the people who read our Internet documents.
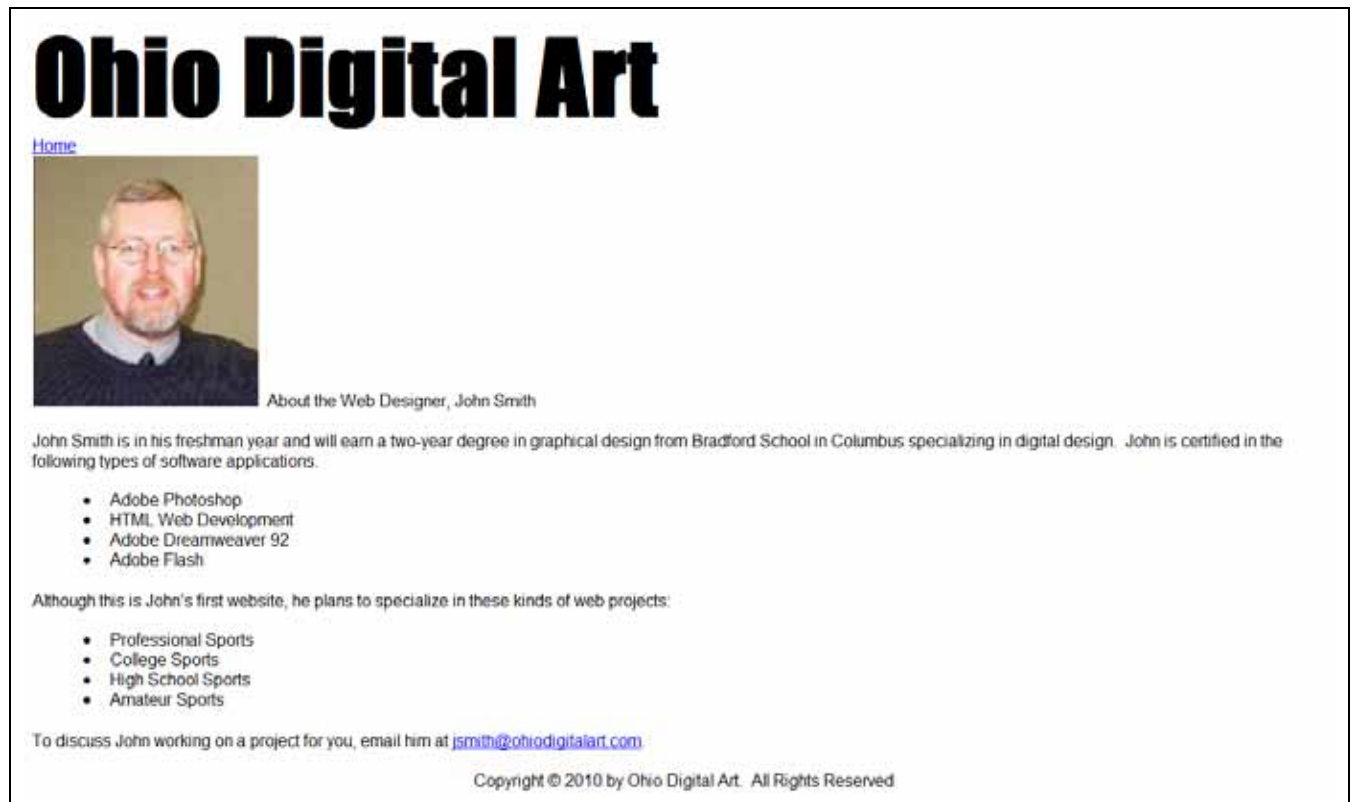
Storyboarding the Web Page

We can begin the storyboard process by jotting down a few ideas on a piece of paper. For images, we can use stick figures or simple ovals to represent portraits that will be in the web page. By constructing a simple roadmap of what we are going to do, we avoid the wasted time of staring at the Microsoft Word display and trying to think of what we are going to write. We tell our web designers that we can always go back and update the web designer biography as we gain more experience.


Figure 11.1 – Initial Storyboard

Many times, we will open applications like Microsoft PowerPoint and make our storyboard in that software, where entities are easy to move around. We can experiment with different font styles and sizes to arrive at a solution.

Ohio Digital Art

Home

About the Web Designer, John Smith

John Smith is in his freshman year and will earn a two-year degree in graphical design from Bradford School in Columbus specializing in digital design. John is certified in the following types of software applications:

- Adobe Photoshop
- HTML Web Development
- Adobe Dreamweaver 92
- Adobe Flash

Although this is John's first website, he plans to specialize in these kinds of web projects:

- Professional Sports
- College Sports
- High School Sports
- Amateur Sports

To discuss John working on a project for you, email him at jsmith@ohiodigitalart.com

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Figure 11.2 – Storyboard the Web Page

When we decide on what images we would like to have on our web page, we will go to our Word Document folder and make a Web Project folder. Inside the Web Project folder, go ahead and make an images folder and save any JPG pictures in the folder for the project. We will also make a Storyboard folder in the web project folder to save the storyboards in.
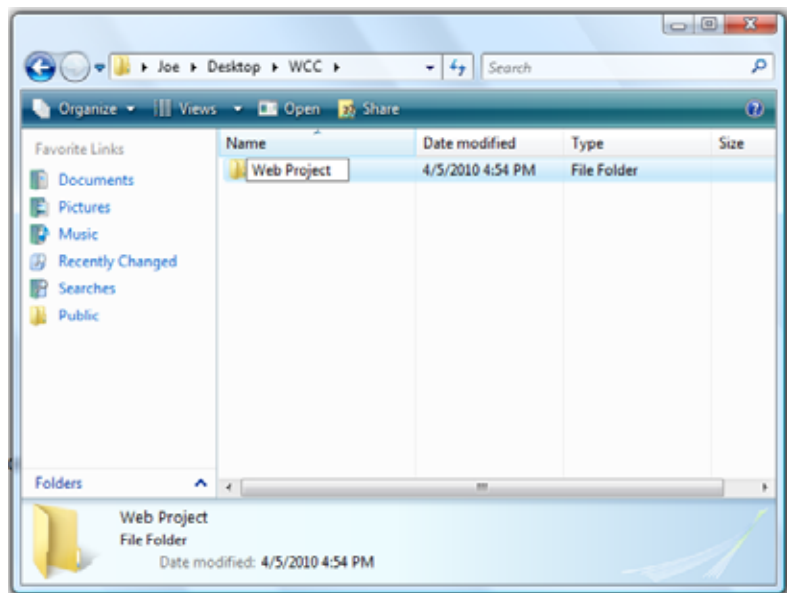
Figure 11.3 – Making a Web Project Folder

Opening and Saving the Document as a Web Page

Open a new Word document and save the file by clicking on the **Save** tool on the **Quick Access** toolbar that is located at the top left of the program. The Save As window will appear in the display. We can save the file into a folder we have already created.

Save the document with a description, that tells us what the document is about without having to open the file. Type "web_designer_biography" as the file name and then change the file type to "Web Page" as shown in figure 11.4. When we save a web file, we create document titles that are all lower case and we use underscore (_) when we need a space between words.
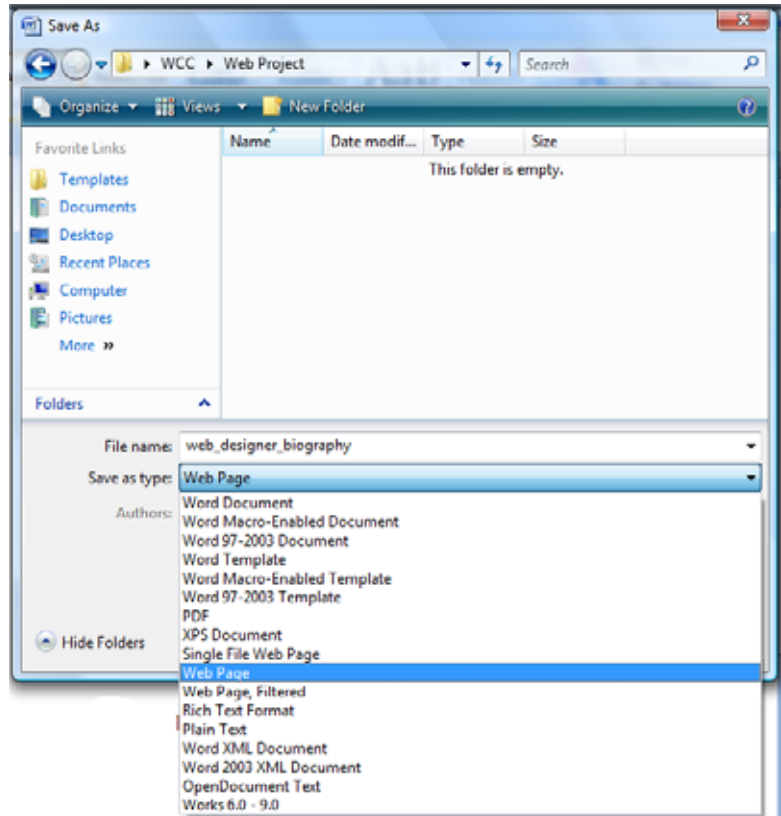
Figure 11.4 – Save the Document

Changing the Font and Font Size

Under the Home tab, on the left side of the **Formatting** toolbar is the **Font** Listbox. The default font and size for Microsoft Word 2007 is **Calibri** with a font size of **11**. We are going to change the font to **Impact** and the size to **72**. Begin by clicking the top left drop-down arrow of the font Listbox to select the font style. The font styles are in alphabetical order so scroll down until we see **Impact** and select it (Figure 11.5). After picking the style, click the drop-down arrow to the right of the font style box and select a font size of **72**.
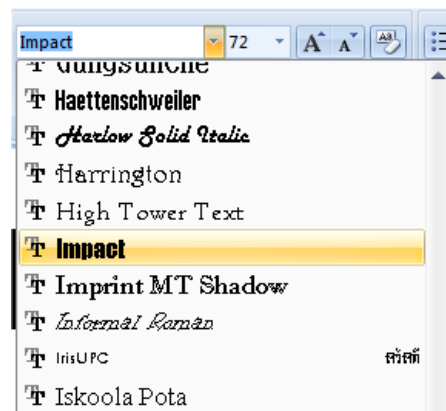

Figure 11.5 – Selecting "Impact"

Now, we will type the website name at the top of the page. Our website is about the organization, "Ohio Digital Art".

Ohio Digital Art

Adding a Hyperlink

Next, we will type in the word "Home" with Arial font and at size 12. Highlight the word Home and right click on the shaded area and a popup menu will appear. Click on Hyperlink as shown in figure 11.7.
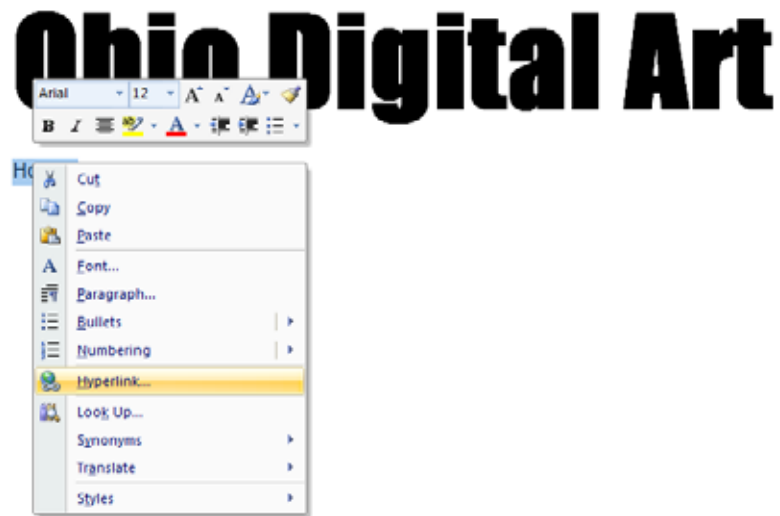

Figure 11.7 – Setting a hyperlink

The Insert Hyperlink window will appear on the graphical display and we will type "index.html" at the Address textbox. If we already had the webpage completed, we could select the page form the list of web pages in the web project folder. To complete the hyperlink task, pick the OK command button and a blue line will appear underneath the blue word Home.
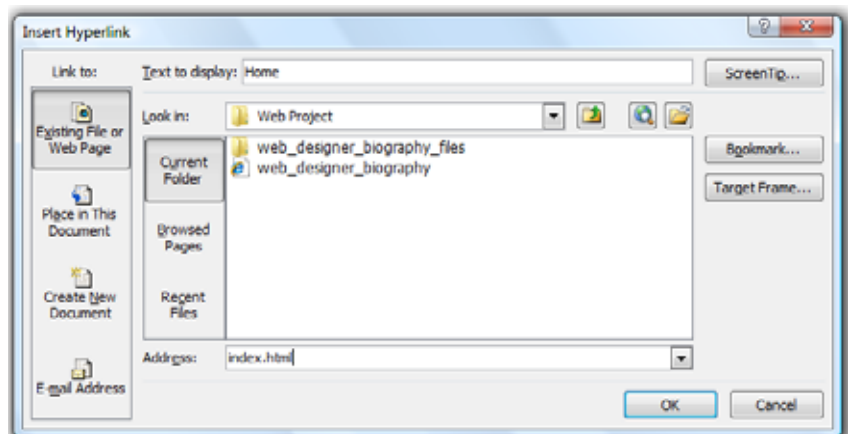
Figure 11.8 – Typing "index.html" for the Hyperlink
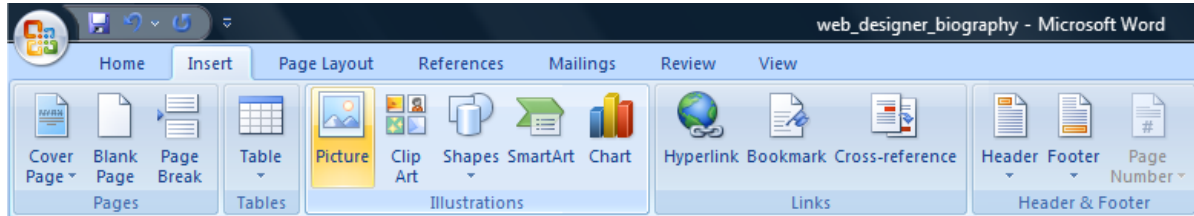
Inserting an Image

Figure 11.9 – Inserting Picture on the Drawing Toolbar

Press Enter twice to get the cursor two rows below the Home hyperlink. We are going to add a portrait of our web designer, so we will first select the **Picture** tool on the **Illustrations** panel under the **Insert** tab. The command will take us to the Insert Picture Window that contains files of all of our pictures. We will select the portrait from the image folder in our web project folder. Click on the Insert command button and the picture will enter the web page.
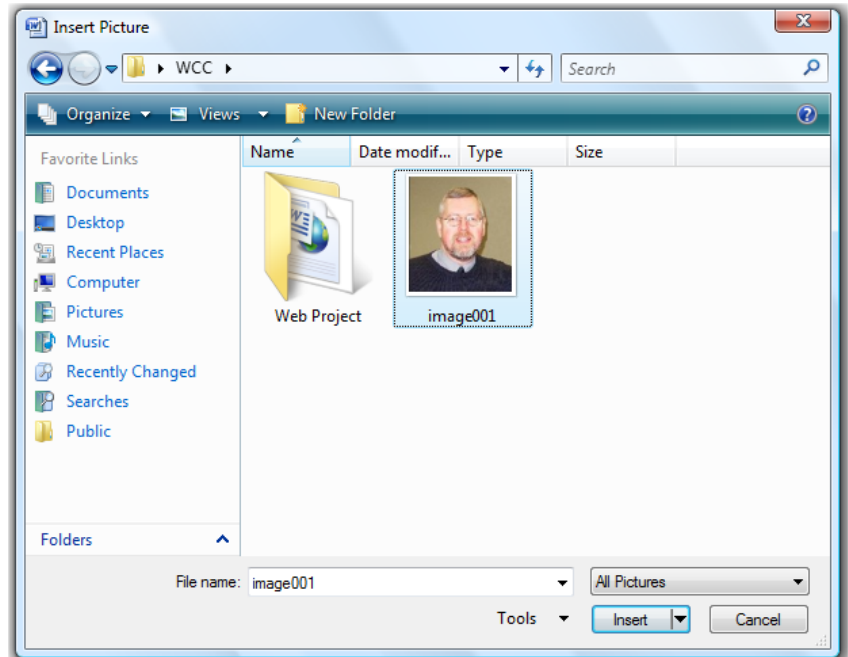
Figure 11.10 – Inserting a Portrait Image

Just to the right of the portrait, we will type, "About the Web Designer, John Smith" using the same Arial font at size 12. The web page should appear as shown in figure 11.11.

Figure 11.11 – The Image and Text

Inserting an Indented Bulleted Information

Below our next entry, we will add a bulleted list describing software application in which we are proficient. To do this, we must go to the **Bullets** tool on the Paragraph panel under the Home tab and select the single round bullet to appear. Now, we need to enter all of the applications. To start a new bullet, all we need to do is hit **Enter**. To end the bullet command so that we can enter a new sentence, all we need to do is unselect the bullet command and then repeat the formatting we used earlier to enter the new information.
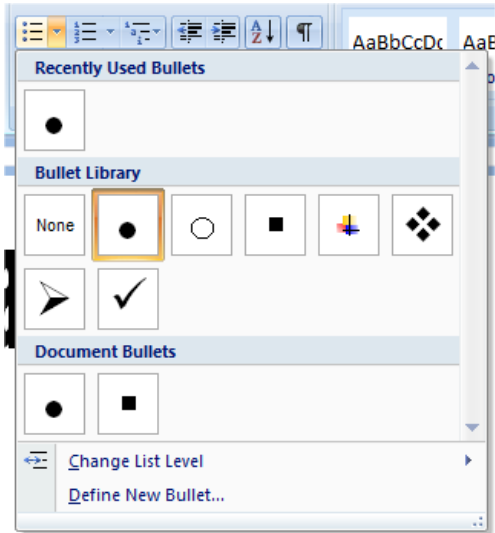
Figure 11.12 – Bullet Tool

Figure 11.13 – Bulleted Information

We indented the bulleted list by highlighting the four bullets and we press the **Increase Indent** tool on the **Paragraph** panel as shown in figure 11.14.
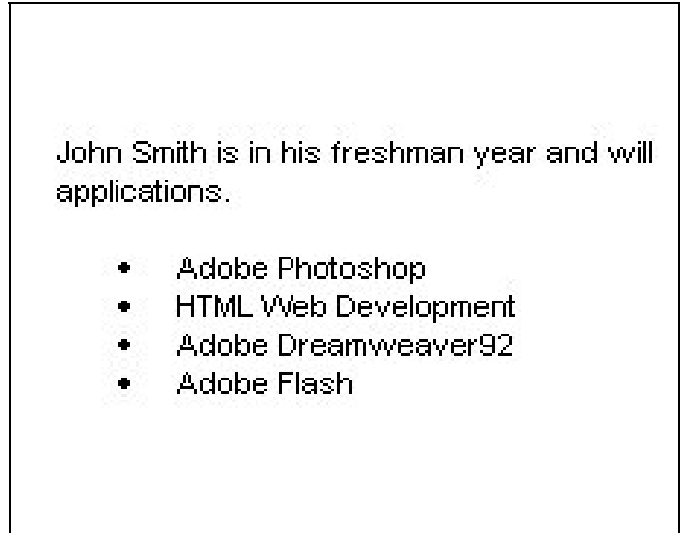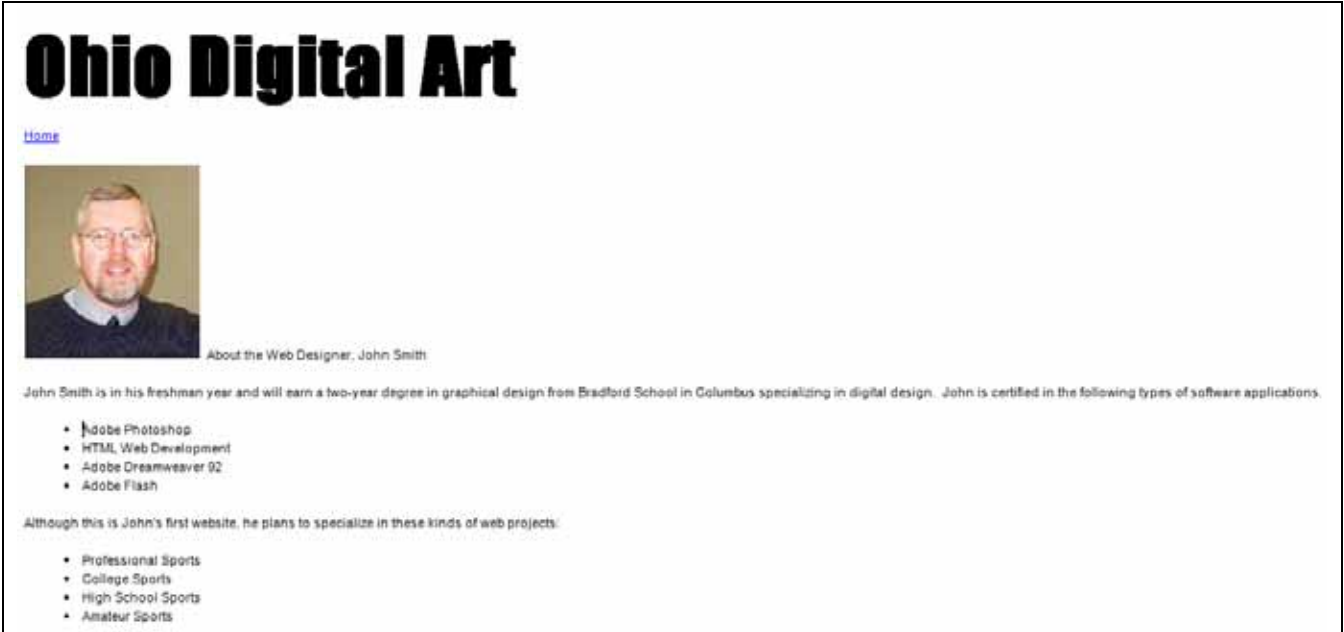

**Figure 11.14 – Increase Indent**

We type in the websites we wish to design for our second bulleted list following the same techniques we have just learned. Our webpage should appear as shown in figure 11.15.

Figure 11.15 – Indented Bulleted Information

Creating a Mail To Hyperlink

Next, we will type in the next sentience stating that we can contact John Smith. Highlight the web address and right click on the shaded area and a popup menu will appear. Click on Hyperlink as shown in figure 11.16.
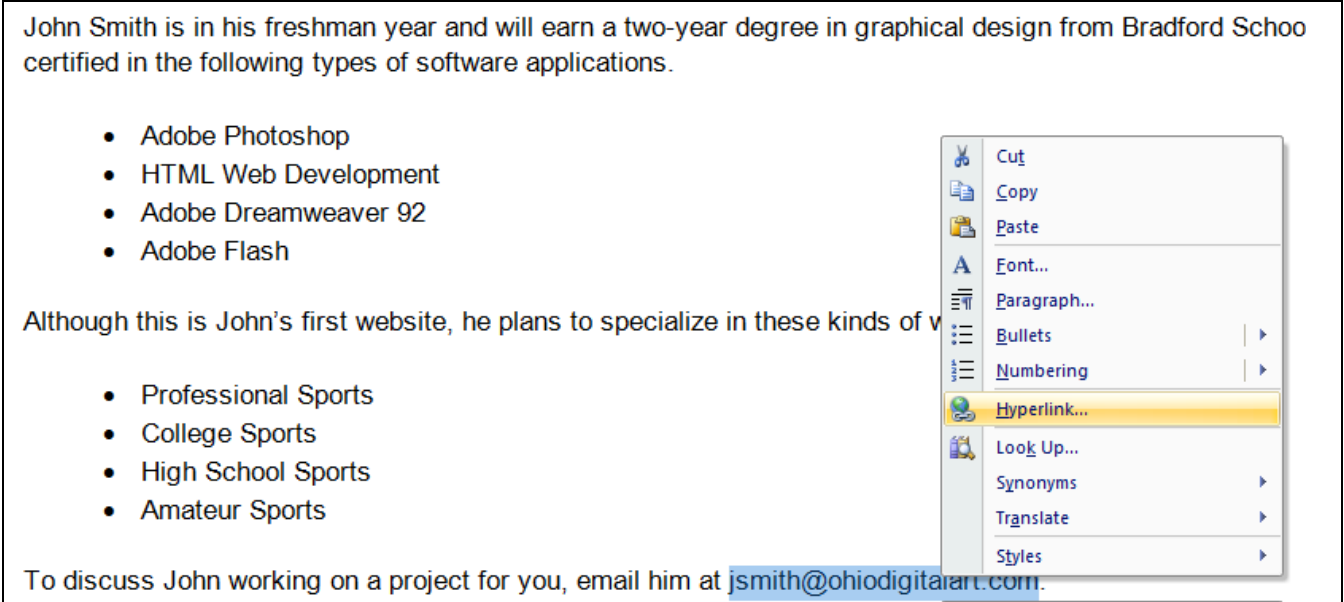
Figure 11.16 – Adding a Mail To Hyperlink

The Insert Hyperlink window will appear on the graphical display and this time we will pick the icon Email Address on the lower left of the window. Go ahead and type the email address jsmith@ohiodigitalart.com on the E-mail address textbox. We can see the recently used emails in the list box at the bottom. To complete the hyperlink task, pick the OK command button and a blue line will appear underneath the blue word Home.
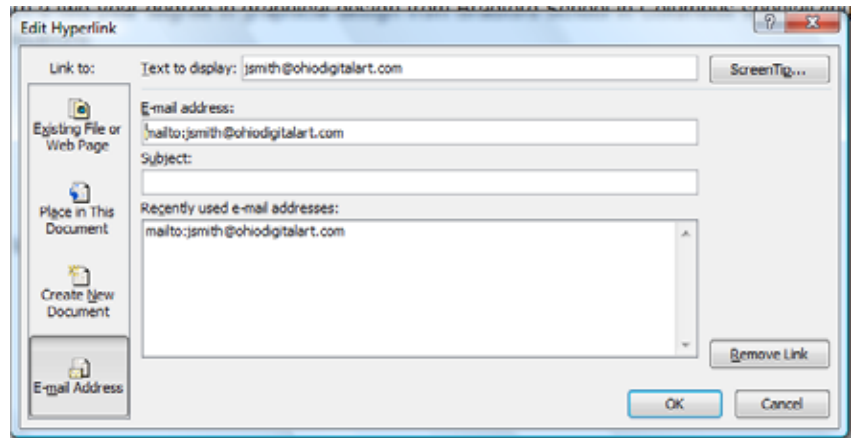

Figure 11.17 – Adding a Mail To Hyperlink

Inserting a Copyright Statement

Add a copyright statement for the web page as shown in figure 11.18. To create the copyright symbol type " (c)" and the symbol will automatically appear.
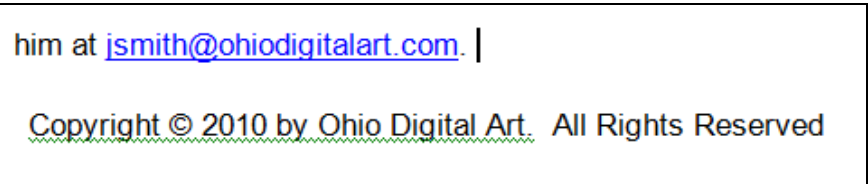

Figure 11.18 – Adding a Mail To Hyperlink

Whenever we need a symbol that is not on the keyboard, we can open up the Symbol window by picking the Insert tab and selecting Symbol. Select more symbols and the Symbol window will appear as shown in figure 11.19. There are two tabs at the top of the dialogue box, Symbol and Special Characters. To access the copyright sign, pick the Special Character tab.
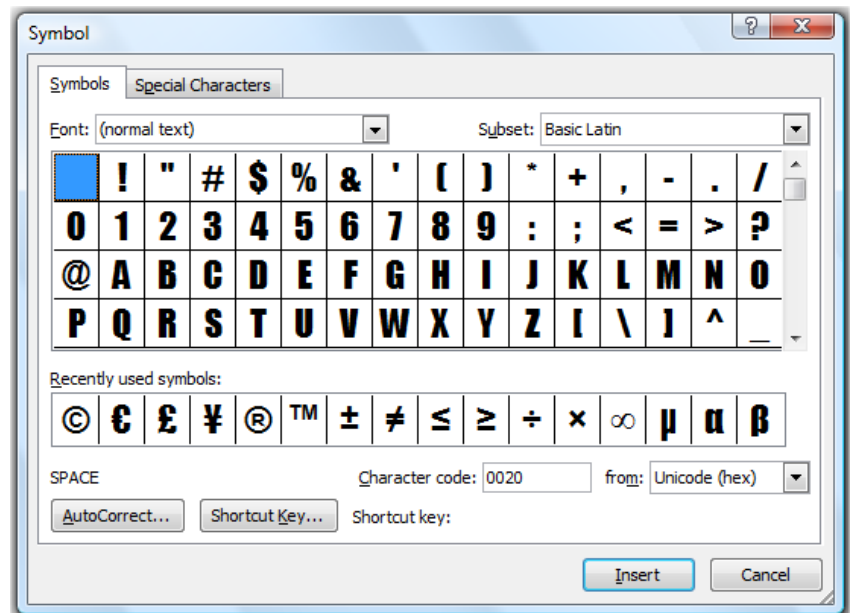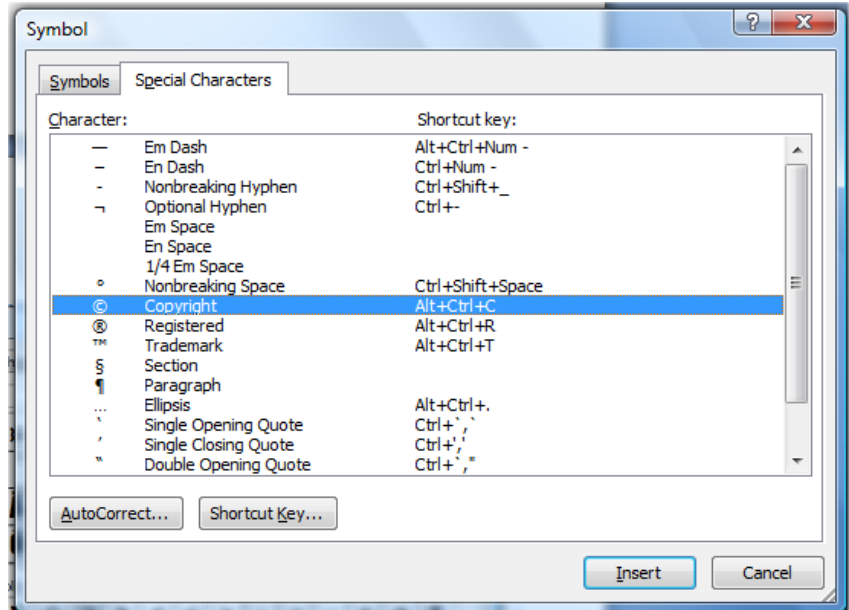

Figure 11.19 – The Symbol Window

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Common business signs such as copyright, trademark, and registered are shown on this tab as seen in figure 11.20. To insert the copyright symbol, you could highlight the line as shown and press the Insert command button and the copyright symbol will appear in the web page document.

Figure 11.20 – Special Characters

The finished web is shown in figure 11.21. We can double click on the file in the web project folder and the document will open Internet Explorer or our other web browsing software for viewing. If we double click on the email link, your email application will open and a new email will launch with the email address in the mail to box.

To practice for simple web page construction, we can make FAQ, Privacy Policy and About Us pages, which are simple to put together. The finished biography is shown below.
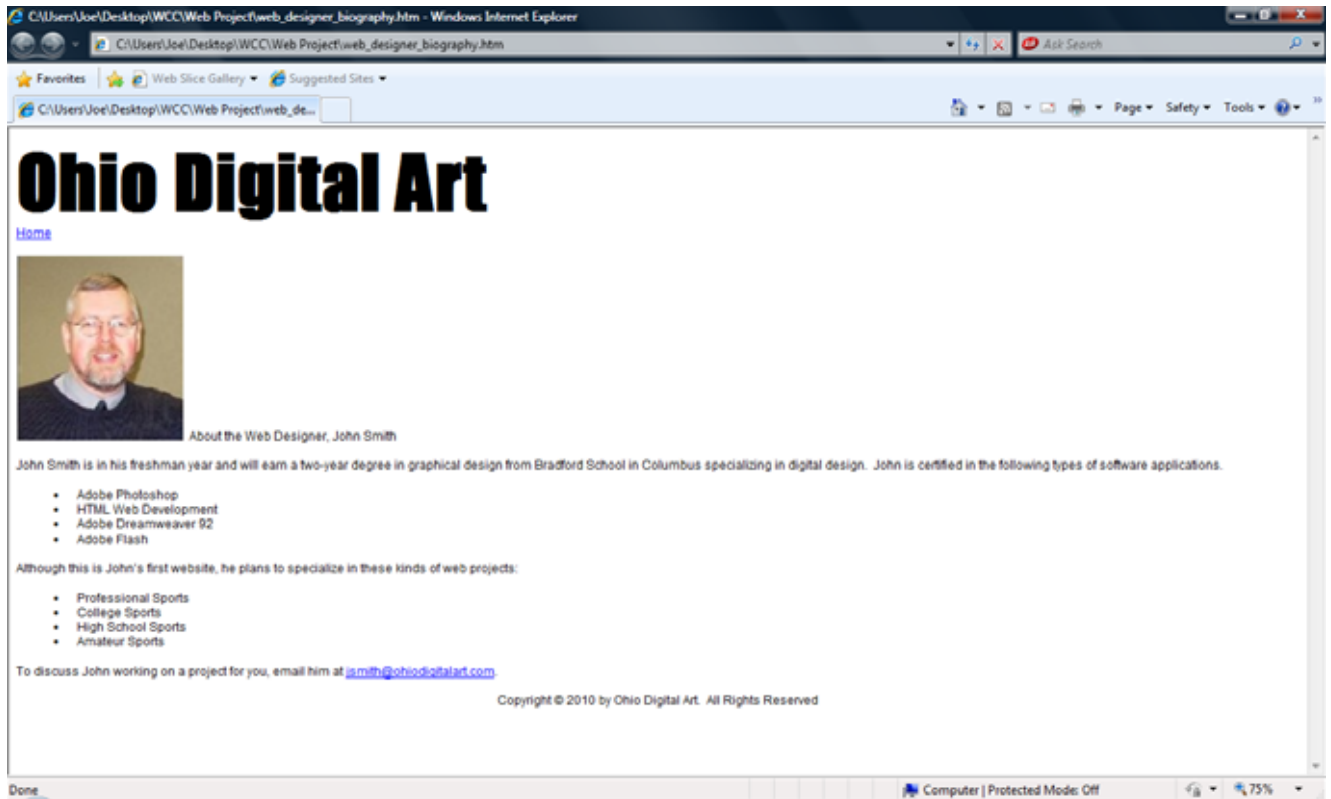
Figure 11.21 – The Finished Web Page

* World Class CAD Challenge 30-10 * - Create a simple web page in the web project folder that has a regular text banner, a hyperlink to the home page, a single image, bulleted information, a mail to link and a copyright statement. Repeat this exercise at least two more times to maintain your World Class ranking.