Setting project requirements

- Identify the purpose, audience, and audience needs for a website.
- Identify web page content that is relevant to the website purpose and appropriate for the target audience.
- Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).
- Demonstrate knowledge of website accessibility standards that address the needs of people with visual and motor impairments.
- Make website development decisions based on your analysis and interpretation of design specifications.
- Understand project management tasks and responsibilities.

Planning site design and page layout

- Demonstrate general and Dreamweaver-specific knowledge of best practices for designing a website, such as maintaining consistency, separating content from design, using standard fonts, web-safe colors, and utilizing visual hierarchy.
- Produce website designs that work equally well on various operating systems and browser versions/configurations.
- Demonstrate knowledge of page layout design concepts and principles.
- Identify basic principles of website usability, readability, and accessibility.
- Demonstrate knowledge of flowcharts, storyboards, and wireframes to create web pages and a site map (site index) that maintain the planned website hierarchy.
- Communicate with others (such as peers and clients) about design and content plans.

Understanding the Adobe Dreamweaver CS4 interface

- Identify elements of the Dreamweaver interface
- Use the Insert bar.
- Use the Property inspector.
- Use the Assets panel.
- Use the Files panel.

Adding content by using Dreamweaver CS4

- Define a Dreamweaver site.
- Create, title, name, and save a web page.
- Add text to a web page.
- Insert images and apply alternative text on a web page.
- Link web content, using hyperlinks, e-mail links, and named anchors.
- Insert rich media, such as video, sound, and animation in Flash format.
- Insert navigation bars, rollover images, and buttons created in Adobe Fireworks on a web page.
- Build image maps.
- Import tabular data to a web page.
- Import and display a Microsoft Word or Microsoft Excel document to a web page.
- Create forms.

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Organizing content by using Dreamweaver CS4

- Set and modify document properties.
- Organize web page layout with absolutely-positioned div tags and CSS styles.
- Modify text and text properties.
- Modify images and image properties.
- Create web page templates.
- Use basic HTML tags to set up an HTML document, format text, add links, create tables, and build ordered and unordered lists.
- Add head content to make a web page visible to search engines.
- Use CSS to implement a reusable design.

Evaluating and maintaining a site by using Dreamweaver CS4

- Conduct basic technical tests.
- Identify techniques for basic usability tests.
- Identify methods for collecting site feedback.
- Present web pages to others (such as team members and clients) for feedback and evaluation.
- Manage assets, links, and files for a site.
- Publish and update site files to a remote server.

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