

softpress



Freeway Reference

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Introduction

The *Freeway Reference* is intended to be an in-depth resource for beginners and experienced users alike.

We try to cover almost everything, from planning and preparation, to starting your web site in Freeway, defining page sizes, and so on right through to dealing with forms, markup, and managing your site. You will occasionally find cross references to other Softpress publications. If you don't have copies of these, please visit the Softpress web site (<http://www.softpress.com/support/>) under "Manuals". If you want to learn how to get started with using Freeway, we recommend you download the Using Freeway guide as this guide has a Getting Started tutorial.

A note about the differences between Freeway Pro and Express

Much of this Reference covers both Freeway Pro and Express, but there are some fundamental differences between the two versions. Where possible, we have highlighted in the text where such differences affect any actions described. You can find a list on the next page which outlines the key features that are only available in Freeway Pro.

Enjoy Freeway!

What's the difference?

Freeway Pro and Express have a lot of features in common. However, in order to differentiate between the two products, the following features are not available to Express users.

- Multiple output options (HTML 4.01 Transitional and Strict, XHTML 1.0 Transitional and Strict, HTML5, XHTML5).
- Full choice of output encodings available.
- High resolution graphic output.
- HTML5 semantic elements. Full choice of output encodings available.
- HTML5 functionality on form items
- Website search function
- Link map: overview and maintenance of all the links in your document.
- Multiple windows open for the same document at once.
- Snapping palettes for easier workspace management.
- Complete color and text style management across your entire document.
- Employ multiple style sheets for each document.
- Full CSS text styling and CSS Layout.
- Ability to specify relative and percentage positions and dimensions for layout items.
- Specify padding, wrap, margin, and border (HTML items only) separately for each side of an item.
- Import Illustrator, Photoshop, TIFF, EPS, PDF.
- Extended transformation options: Skew, Scale, and Mirror content separately from its box.
- Save items and pages as images.
- Use the full range of Freeway Actions, or write your own.

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System requirements

Freeway 6.x requires Mac OS 10.6 and above

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Getting started

Learn the basics by building the Using Freeway tutorial site

By far the best way to learn the basics and to understand the workflow of building sites in Freeway we strongly recommend that new users build the Using Freeway tutorial site. Please visit the Softpress web site (<http://www.softpress.com/support/>) and download the Using Freeway guide which is listed under “Manuals”. You can then print out the Tutorial section or view it on-screen so you can read the tutorial as you build the site following the steps outlined in the Tutorial section.

Once you’ve learnt the basics of working with Freeway, it’s probably a good idea to have some basic information before you start, such as the width of your site pages, what the main sections of the site will be and what common items you intend to use on your pages.

Freeway is not an HTML editor but a layout program that automatically generates HTML files to display your web page designs in a browser. Using Freeway is like using Desktop Publishing (DTP) software. In DTP, you create a document that can only be read by the original application and is then usually output as a PDF or PostScript file. In Freeway you define documents, which again can only be read by the native application but which are then exported as HTML pages and web-ready graphics for viewing in any web browser.

Freeway’s approach to web authoring separates web design from HTML code, and allows you to design for the medium of the web instead of concentrating on the low-level task of writing markup to express your designs. Freeway produces clean and efficient HTML offering many advantages over HTML editing programs.

Starting a website

It’s probably a good idea to have some basic information before you start, such as the width of screen you want to work within and an idea of what the main sections of the site will be. The most important thing to appreciate before you start a site in Freeway is how the application works.

Freeway is not an HTML editor but a layout program that automatically generates HTML files to display your web page designs in a browser. Using Freeway is like using Desktop Publishing (DTP) software. In DTP, you create a document that can only be read by the original application and is then usually output as a PDF or PostScript file. In Freeway you define documents, which again can only be read by the native application but which are then exported as HTML pages and web-ready graphics for viewing in any web browser.

Freeway’s approach to web authoring separates web design from HTML code, and allows you to design for the medium of the web instead of concentrating on the low-level task of writing markup to express your designs. Freeway produces clean and efficient HTML offering many advantages over HTML editing programs.

Planning the site

If you are using Freeway Pro it is very important to plan ahead so you know what type of site you would like to build—as decisions need to be made very early on in the project. We generally recommend that beginners use table-based or CSS-positioned layout, but you can also build a flexible (percentage-based) site, a site with full-width headers and footers, one which can be made to work with responsive layout or a content management system. We recommend you read the section in the Appendix on page 00.

Creating a new site

To begin a web site you first create a Freeway document, which stores all the information about your web site. Within the document you may define as many pages as you like, each of which corresponds to an HTML web page that will be created when you export or “publish” the site. Each HTML page is a file that a web browser displays. On your pages, you can create items that may contain text, graphics, or multimedia content, or that are exported as colored graphics or lines.

You can also build master pages, which are used to define the basic appearance of the pages in your document. Any items—such as logos or navigation buttons—that should appear on all the pages in a particular section can be created on a master page, which can then be applied to one or more of your site pages. Within a document you may also define folders and subfolders to organize the physical structure of your site.

Navigation is one of the most important issues when planning a new site, and it is important to decide on a consistent scheme early on. Careful structuring of your content so that it makes sense to the visitor is also crucial. Make your site easy to get around, let your visitors know where a link will take them, and ensure that visitors can tell where they are in your site at all times.

Publishing and previewing your site

Once you have created your document with its pages, page contents, and links, the next step is to “publish” the pages from the document as HTML files. You will then transfer the resulting files to a web server (by using Freeway’s built-in upload function), which allows other people to access them.

Publishing is the process whereby Freeway generates the HTML pages with their associated resources (i.e. graphics and multimedia elements). This is done using the **Preview** command, the **Publish** command or by clicking on the **Browser** button to preview the site in a browser of your choice. Each command will publish the site into a local folder (which will be automatically set if you start a new project by using the Blank template), but **Preview** only publishes and displays the current page in a cut-down browser while clicking on **Browser** publishes the entire site then displays it in your chosen browser. Freeway Pro users starting a new project using the New Document dialog’s Custom tab will need to specify a site folder when publishing the project for the first time.

As you work, you need to preview your site regularly. When you do this, any new pages or any elements that have been changed are republished. If you delete a page from the document, the HTML file and associated graphics will be removed as well.

After publishing your site locally, you can use the **Upload** command to transfer it to a web server so it can be viewed online.

Workflow

There is a sequence of steps to designing a web site with Freeway:

1. Planning the site
2. Designing the layout
3. Creating and assembling content
4. Creating a new Freeway document
5. Defining grids, master pages, and navigation
6. Adding and laying out pages
7. Previewing the site and making corrections
8. Publishing and uploading the site
9. Maintaining the site

1 Planning the site

It's usually beneficial to spend some time planning the site before you start, even if it's just a few minutes to gather your thoughts—this will help to avoid false starts.

If you are designing for clients, then it's essential you understand their requirements and expectations before you start and then plan how to fulfil these. For example, you may find that they want to include advanced features such as multimedia, animation, database integration, or online shopping at a later stage, and your design may need to take these factors into account.

You may also want to clarify up front with the client how far your responsibility extends—are you just going to hand over a disk containing the HTML and graphics which make up the site or are you expected to upload it to their web space? Do they expect you to provide web space for them? Are you expected to arrange their domain name? What about revisions and routine maintenance in the future?

2 Designing the layout

Just as with design for print, you'll probably want to take some time to rough out some ideas on paper before you sit down at the computer. Even experienced designers find sitting at a computer staring at a blank page is the last place to find inspiration!

When working for clients, you may be liaising closely with them on the design brief. The site may need to fit in with an existing identity, so that typefaces, colors, and even design elements may be prescribed for you—or you may be expected to come up with an identity yourself. Either way, you'll want to get client approval for the design before you go too far in creating the site. Freeway is great for pulling a few ideas together quickly and producing two or three mock sites for clients to look at in a very short space of time.

Don't worry too much if the client wants some small, last minute changes as long as these only affect elements created within Freeway. It's mainly design elements that need to be painstakingly created in other packages that cause trouble if the client wants to change them later. Be especially sure to clear typeface and color choices with the client if you're going to be doing any animation, 3D work, or image manipulation to form part of the site content.

The end product of the design stage should be confirmation of the basic layout that's going to be used, as well as an understanding between you and the client over typeface, color, and how much (and what) technology is going to be used.

3 Creating and assembling content

With the design stage complete, you're ready to begin creating and assembling the content for the site. This includes the basic textual copy for the pages and any graphic or multimedia elements that can't be easily created within Freeway—for example, animated GIFs, or Flash, video, or sound content, PDFs for download, photographic images, and so on.

It's often a good idea to assemble all the resources in one place before you import them into Freeway, purely for administrative reasons. When the project is complete, archive these original resources along with the Freeway document and the finished HTML site folder. When creating art for the web, it's best to work at 72 ppi (pixels per inch) for bitmap images. As a result, you'll find you're spending less time watching the clock in Photoshop and more time creating.

You don't need to save your artwork as GIF or JPEG before you use it in Freeway—actually, you often have more control and get better results if you don't. Also, repeated JPEG compression of an image will introduce cumulative artifacts, which damage the image every time you save.

There's no need to create bitmap graphics of text or simple shapes in an image editing program because Freeway allows you to create these with much more control and greater flexibility. As you're planning the actual content, try to look for things that can be created in Freeway itself, and do so—when last minute changes are called for, you'll be glad you did.



A typical web site folder. This one is created automatically by Freeway when choosing the Blank template or any other specified template as a basis for your site. Pro users creating a new site using the Custom settings, you may want to create a similar folder structure by hand.

When you finally import the finished content into Freeway, Freeway links to the original files as well as storing a version internally. The original is used when the site is published, but if the linked files can't be found, Freeway often has enough information stored to produce acceptable results.

If you're creating art in a vector illustration program such as Illustrator or FreeHand, you can take advantage of Freeway Pro's support for Illustrator files. Import Illustrator files directly into Freeway Pro or save EPS documents in Illustrator format. You can also use your vector program to save as EPS, and then use Photoshop to rasterize it for you. Save the finished raster version as a TIFF or PSD for import into Freeway Pro. Alternatively, the most up-to-date versions of these professional drawing tools allow you to save a version as a bitmap format.

Freeway Pro allows you to import a large variety of file types, so if you are working with bitmap images (such as those generated by Photoshop), you can import them as Photoshop files in addition to TIFF or any of the other supported formats. TIFF and PSD files with transparency are also supported by Freeway Pro.

Note: *Freeway Express does not support TIFF or Photoshop import formats. If you require transparency, you can save graphics in PNG format (PNG is a lossless format which can be used for graphics with millions of colors). Another possible alternative is PICT.*

4 Creating a new Freeway document

Once you've come up with a basic layout, the essential design decisions have been made and you have assembled at least some of the content, you can then go ahead and create a new Freeway document.

Your Freeway document is essentially a self-contained unit, fonts and external resources aside. It can contain as many pages as you need and allows you to define a hierarchical folder structure for your site. This document file is not uploaded to the web but remains on your system. Only Freeway can open the document.

When you want to make changes to your site, open this document up in Freeway, edit it, and then publish it into the site folder again.

To view the site in a web browser, you need to publish it as HTML into a destination folder. This folder is known as the Site Folder, and it is the contents of this folder that need to be uploaded to your web space when you publish your site on the web. For more information about the Site Folder, see page 16.

5 Defining grids, master pages, and navigation

Once you have created your new document, the first job is generally to set up a consistent layout grid using one or more master pages. These master pages form a basis for the real pages you create in your document—the guides and grid you define are repeated on every page that uses the master page, and any page elements also appear on all the instance pages.

Master pages can be used to ensure consistent design, branding, and navigation throughout your site. When using links on graphics for navigation, replicate the links using HTML text elsewhere on the page, so that visitors browsing with their images off or using older browsers can still navigate your site.

You should also be scrupulous about defining “alt text” for graphic elements; alt text describes an image on the web page if it is not displayed in the browser. Freeway can create alt text for imported images automatically. See *Alt text for exported graphics* on page 99 for more information.

Remember that the visitor is only going to see one page at a time and is going to have to reach every page in your site by navigating from a starting point—you need to keep asking yourself, does this make sense? Is it easy to tell which section I'm in or which page I'm on? Is it obvious where to go now? Is it easy to get back to the home page?

6 Adding and laying out pages

Apart from the familiar tasks of adding text, graphics, and other content, there are other considerations to bear in mind at this stage.

You should use the title of each page to help visitors keep track of where they are: use the **Title** field in the **Inspector palette** to set these, and make them helpful and informative. It's most important to give the home page in the site a sensible title, such as “Softpress Systems: Home Page” which will help with “search engine optimization” to give better search rankings for your site. Another benefit of using sensible names is so that when someone bookmarks it in their browser, it is easy to find again in their bookmarks menu.

You should also remember to check that the file name for your home page is set to something like `index.html` or `default.html` (whichever is supported by the web server you're going to be using). This is so that someone coming to your web site without

specifying a particular page name will be taken to the home page. Freeway automatically uses `index.html` as the name of the first page that is created in a document or folder. You can change a page's file name using the **Page General** panel in the **Inspector palette** in Freeway.

Important: *Never rename or move your web files outside Freeway, as this will break the links between pages in your site or mean that images won't load when the page is viewed.*

7 Previewing the site and making corrections

You'll find it helpful to preview your pages in a web browser from time to time while you're working. Although the screen feedback in Freeway is excellent, it will still be subtly different from the result in the browser. By previewing in the browser periodically, you can alert yourself to any problems that emerge.

Take care to preview the site using a variety of different browser versions, and—most important—using Microsoft Internet Explorer, Firefox, or Google Chrome, as well as Apple's Safari browser. Unfortunately, just because a page looks fine in one browser does not mean it will look the same in all others.

You can also preview within Freeway, but although the internal preview uses the same engine that drives Safari, it is only really suitable for a quick check on one page at a time. Links to external pages will not work in **Preview**, so you won't be able to navigate around your site. On the other hand, Freeway's **Preview** provides various options for checking pages with Javascript switched off, etc., and Pro users can view the page with an accessibility stylesheet, or in grayscale, etc.

When you create a page, you should preview it in a browser with font sizes set to larger (and smaller) than the default. This is essential to check that page elements haven't broken up or moved apart under different viewing conditions. Also, be aware that font sizes on Windows PCs are approximately 10% larger than they are on the Mac, so problems can occur when pages that look fine on the Mac are viewed using Windows browsers.

If you don't have a Windows PC available to check the pages yourself, ask a friend or colleague with a PC to check the site for you or join a web design mailing list on the Internet and ask for a site review (Softpress's own Freeway Talk list is a good place to start!). You may be surprised how helpful people are on such lists, but you do need to make the pages available on the web for other people to view at their convenience. You might like to consider using a "virtual machine" (such as Parallels or VMWare) on your Mac so you can run Windows to view your sites in different versions of PC browsers.

8 Publishing and uploading the site

Previewing your site on your own machine or network is one thing, but if others are to see it, you have to get the files (HTML documents, graphics, sounds, etc.) onto a web server. Whether you have a web server on your internal network or you use one of the various FTP protocols to upload files to your web space, Freeway can do this for you automatically using the **Upload...** command. See the section *Publishing the site* on page 135 for more information on how to upload your files using FTP, FTPS or SFTP as well as publishing your files to a specified local folder by using the File Copy option.

In order to make the connection to your web space, you need to know the server or host details, the path to your folder (if any), and a login and password. If in doubt about what these should be, you need to speak to either your web server system administrator or the support helpline of your web host, who will be able to give you this information.

Each web host will use slightly different settings (such as requiring an IP address or your web domain), so find the information your host sent to you by email which gives you all of that information. There is an article on the Softpress KnowledgeBase which offers help for this at <http://www.softpress.com/kb/questions/152/>.

9 Maintaining the site

When the time comes to make changes to your site, the easiest way of doing this is to open the original Freeway document, make the changes you need, and use the **Upload...** command to update your web site. When using the **Upload...** command, both your local site folder and your web space are updated with the latest changes in your document.

Creating a new site document

To create a new document, choose **New...** from the **File** menu. The **New Document** dialog is displayed to allow you to specify settings that will apply to your entire site.

Freeway Express will always display options for starting from a template. If you wish to start from a blank canvas (ie, starting without using a template as a basis for your new site), choose the **Blank** template which you will find by selecting **General** in the left-hand pane. See the screenshot (right).

Freeway Pro has an additional feature in the New Document dialog in that it has two "tabs" where you can switch between **Templates** or **Custom**. See the screenshot (below right).

In Freeway Pro the **Templates** tab offers a list of predefined templates you can use as a basis for your new site—which is very similar to that shown in the Freeway Express screenshot, but clicking on the **Custom** tab you can see the New Document dialog shown below right.

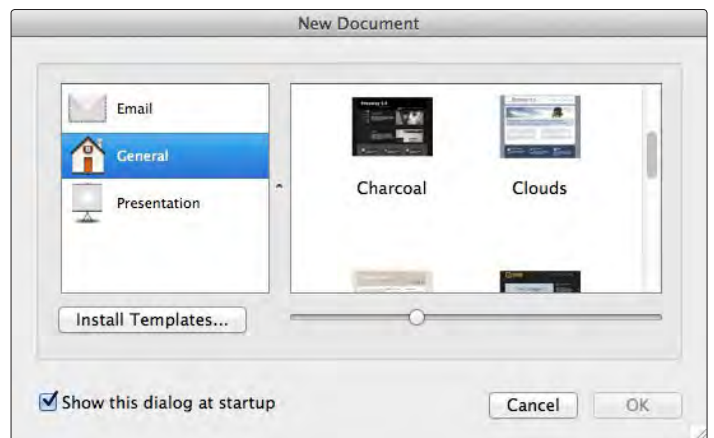
In the following pages, we will concentrate on the **Custom** settings, available only in Freeway Pro.

Default HTML FW Pro only

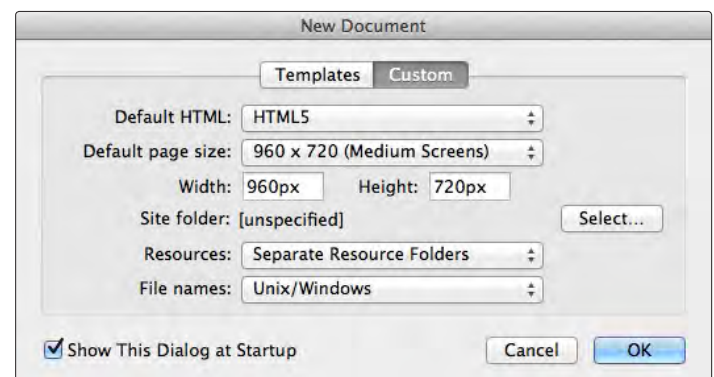
This popup menu in the **New Document** dialog box **Custom** panel allows you to select which version of HTML will be used for Freeway's output. It also affects whether certain functionality is available.

- **HTML 4.01 Transitional** and **HTML 4.01 Strict** provide dynamic HTML and CSS support with most browsers including many older ones.
- **XHTML 1.0 Transitional** and **XHTML 1.0 Strict** generate XHTML-compliant code, for use with applications that require it.
- **HTML5**—which is the version we recommend you use unless you have a particular reason to choose otherwise—takes advantage of many new features of recent browsers.
- **XHTML5** generates XHTML-compliant code, for use with applications that require it.

Important: Freeway Express only publishes to HTML5.



Freeway Express's **New Document** dialog.



Freeway Pro's **New Document** dialog showing the **Custom** panel.

Default page size, width, and height

Freeway allows you to define a nominal page size for the pages in your document. This size is used to define the page boundaries viewed within Freeway. Items placed within the page boundaries will always be output when the site is published.

The width value entered here is usually of greater importance than the height. This is because with most layout methods the width value is output in the code of the page and this will define where the page area will align and if the browser window is made smaller than the given width, a horizontal scrollbar will display in the browser. The height value on the other hand is a nominal value because a browser will display only scroll down to display the lowest item used on the page area (or, in Freeway Pro, down to the lowest layer item used in your Freeway file even if it is not on the page area).

The page sizes set here are used to define the sizes of the master page or pages in your document, and therefore define the default size for any new pages that are created. It is also possible to set the dimensions of individual site pages using the **Page General** panel of the **Inspector palette**. If you set page sizes individually, changes to the default page size in the **New Document** dialog or the **Document Setup** dialog (see *Changing document setup* on page 19) will not take effect on these pages.

The **Default page size** popup menu in the **New Document** dialog contains some sample sizes, but you can enter your own values for width and height by typing values into the **Width** and **Height** text fields.

Freeway offers several default page sizes, but unless you expect your target audience to use very old computer screens, a good starting point is a width of 980 pixels which will mean that your page will look fine on laptops as well as larger desktop screens. Although some people try to build pages which use a fixed height so that all the content is visible without scrolling, most websites are built so they use variable heights according to the content of each page—because most web visitors are comfortable with scrolling vertically, and many will even expect to do so.

For more information on sizes and screen resolutions, see *Deciding on a page size* later.

Site Folder

Freeway publishes the HTML and images that make up your web site into a folder specified using the **Site Folder** option. You should set a separate site folder for each web site that you create. The Site Folder should ideally be contained within the folder that holds your project files, such as the main Freeway document, image and multimedia files, etc. The illustration on page 13 shows a typical project folder. On no account should you save your Freeway document in the Site Folder—we recommend that you save the Freeway file inside the document folder, alongside the Site Folder. It is usually best to let Freeway control the contents of the Site Folder, since only the latest version of the published code is placed there when you publish from your document.

Note: If you selected a template as the basis for your site, Freeway will already have created a Site Folder to contain the HTML files and resources generated when you publish the site. If you are using Freeway Express the folder structure is always generated automatically.

If creating a large site, it may be best to split your site across several Freeway documents to make it quicker and easier to work with. In this case, you should ensure that each of the Freeway documents is set to publish into your main Site Folder.

Any folders defined within your Freeway document will be created within the Site Folder as subfolders. The site folder corresponds to the root directory of your web site, and like the root directory, it should contain any top-level items required, such as the index or default page. For more information, see *Document Setup: Site Folder* on page 233 (Pro) or page 234 (Express).

Resources

When exporting pages from your document, Freeway creates an HTML document representing each page, as well as any image files required. The image files referenced from each HTML document are known as the “resources” for that page.

Freeway allows you to choose where you want the resources for each page to be published. Freeway defaults to using a **Common Resource Folder**. This can make it easier to manage the output files for your site.

When common or separate Resource folders are specified for a site, any graphics, movies, mp3s, Java applets, or other files used in your site will be published into a folder called *Resources*, leaving the actual HTML files for your pages together.

Specifying the resource folder

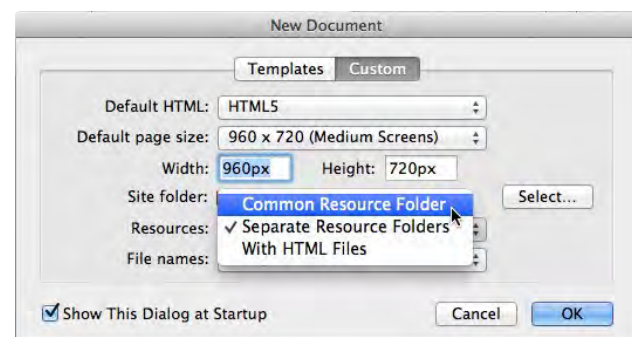
The location for publishing page resources is set using the **New Document** dialog when you open a new Freeway document (or it can be changed later by going to **File>Document Setup...** and then clicking on the Resources folder in the Output tab).

The **Resources** popup menu offers the following options:

- **Common Resource Folder:** All resources are saved in a single “Resources” folder in the root of the site folder. This is the default option for new documents.
- **Separate Resource Folders:** Resources are saved in separate “Resources” folders in each subdirectory of the site folder, as well as in the root of the site folder.
- **With HTML Files:** Resources are saved in the same directories as HTML files.

File names

The **File names** popup menu allows you to specify whether you want to use **UNIX/Windows** style long file names, **DOS 8.3** file names, or long **Alphanumeric** file names. By default, the HTML pages and other files created from your site will be named with UNIX/Windows style long file names. These allow characters other than numbers and letters to be used in the file names for the files generated from your document, though you should bear in mind that some characters, such as apostrophes and speech marks,



are deemed “illegal”. Alphanumeric long file names allow only letters, numbers, hyphens, and underscores in the file name (apart from the dot before the file extension): some web hosts require file names to be limited to these characters.

When Freeway generates the file names using the titles of items or pages within Freeway as a basis, any illegal characters will be removed.

The way file names are specified may be important when transferring your files to a web server. All Macintosh, Windows 95/98/NT/2000/XP/Vista and UNIX computers handle long file names. If you find that you need to transfer your site files via DOS on a PC, or are experiencing problems which you suspect are a result of long filenames being truncated, you can use this option to tell Freeway to use DOS 8.3 file names instead. Alternatively, if Freeway reports that it is unable to upload a file because its file name is not allowed, you can use the **Alphanumeric** option to avoid this problem.

This can be done at any time. If you change this option after a site has been created, you must republish the site to ensure that changes to referenced files are correctly updated.

Note 1: If DOS file names are selected, the Resources folder is renamed “resource” instead of “Resources”.

Note 2: If a resource is shared by several pages in different folders, and the common or separate Resource folder options are selected, the resource will be copied into a single folder and not duplicated in each of the separate folders.

Note 3: Full details of Freeway's preference settings, **Document Setup** dialog and shortcuts can be found in the Appendix 2 and Appendix 3 sections, starting on page 231.

Deciding on a page size

Each web page seen by a visitor to a web site exists as an individual HTML file; and every page you create in Freeway is exported as an individual HTML file when you publish your site. One of the most important things to do when deciding on a page size is to plan the overall structure of your site in advance—although you can create pages as you need them, it's best to have a clear idea of the general sections that your site will contain.

Web pages are not limited in dimension; and if you create pages that are wider or longer than the visible area inside the visitor's browser window, the browser window will display scroll bars to allow the visitor to view parts of the page that are off the screen. However, it is usually considered poor design to have pages that force the user to scroll horizontally to see the rest of the page.

Your pages may be viewed in a variety of environments, including smartphones, tablets, small desktop monitors, laptop screens and very large desktop monitors such as an iMac 27-inch. A screen's resolution refers to its dimensions in pixels; therefore the older standard screen size of 640 x 480 (which are now quite rare) gave you a web page size of 640 pixels wide by 480 high. At the time of writing this, the most common display resolution for browsing the internet is 1024 pixels wide, so although larger and wider displays are becoming more common, it's recommended to offer a web site which has a page width of between 950 pixels to 1050. Any narrower and the page may look small on a modern screen; any wider and it may force the visitor to scroll horizontally to view all the page content.

It is also worth noting that most web users will not have a problem with scrolling vertically (and in fact most visitors now expect to)—so the height of the page is not so important. Trying to constrain every page of your web site to a fixed height is very limiting as there are always going to be some pages which will naturally have more text and graphic content than other pages. It is a common trait of people coming into ‘design-for-web’ from the ‘design-for-print’ world to try to work to a fixed height for all pages of their site—and most soon learn to build pages with a height that's governed by their content.

If you wish to create pages for commercial sites with a non-scrolling policy, you need to judge carefully the size you define for your Freeway pages, so that they will fit comfortably inside a browser window. The size you choose needs to allow for the menu bars, button bars, status bar, and so on belonging to the browser. This can result in a very small area indeed if you are designing for smaller, older computer displays.

Remember, however, that Microsoft Windows browsers tend to open full screen, and many users never change that default. If you are creating a site that will be flexible if the browser window is resized, you need to be aware of how it may appear on a full-screen high resolution PC display. Mac users surfing on high-resolution screens tend to prefer to size the window to approximately the aspect ratio of a portrait sheet of paper, rather than expand windows to fill their field of vision.

Freeway lets you specify a page size for the document as a whole in the **Document Setup** dialog box, but you can set different sizes for individual pages using the **Page General** panel of the **Inspector palette**.

Layout options FW Pro only

Freeway Express only supports table-based layout (although some lower level inflow layout can be used). Freeway Pro, however, gives you a variety of layout options as it allows you to create table-based, CSS-positioned or inflow layouts. This is covered in greater detail in Appendix 1 at the end of this manual.

Table layout (CSS Layout button off)

Table-positioned items are drawn with a blue outline and/or blue corner mounts in Freeway. These items form a layout that is reproduced in HTML when you publish your site. To recreate your layout in HTML, Freeway creates an invisible layout table, consisting of rows and columns that combine to create table cells. Because the contents of Freeway boxes are output into their corresponding cell or cells in this two-dimensional grid, it is not possible to have the contents of two different cells overlapping one another in the output except by using layer items.

CSS layout (CSS Layout button on) FW Pro only

CSS layouts are created using items which are positioned on the page using CSS (and those items are often called “layer” items). Layer items are drawn on the page when the CSS Layout button on Freeway's tool bar is switched on, and layer items display with a green outline and/or green corner mounts on the Freeway page. CSS items can also be part of a flow (inflow items), in which case their position is dependent on the position of previous items within the flow, or they may have a fixed position on the page (layers).

Freeway distinguishes layers from inflow items by drawing small triangular corner mounts in the top left and bottom right corners.

One way in which CSS boxes differ from table-positioned boxes is that their height is treated inflexibly by browsers. If a box is specified as being 200 pixels high, it will always be 200 pixels high in a browser, regardless of whether this is tall enough for the box's content to be displayed. By contrast, table-positioned boxes will grow to fit their contents. For this reason, CSS boxes that contain text content should normally be set to have an undefined height by deselecting the **height** button in the **Item General** panel of the **Inspector palette** or by setting the **Height** popup in the **Inspector** to **Minimum** or **Minimum (%)** (Minimum is the default setting). CSS items whose height is undefined will grow and shrink to fit their content in a browser.

Layer items are output so they float in the HTML output and their position relative to the top left hand corner of the browser window is fixed.

This difference makes layer items extremely useful for layout. Their position on the page can be recreated in the browser window absolutely, without requiring an invisible layout table to hold them in place. They can overlap each other without requiring other items to reflow, be cut up or combine with them.

It is important to note that every layer item will be used on a layer of its own (i.e., it is not like using layers in desktop publishing where you can use multiple items on the same layer). Also, you can control the stacking order of layer items by selecting them and using **Item>Bring Forward**, **Item>Send Backward**, etc., or by assigning a specific "z-index" attribute to an item in the item's **<div style>** dialog.

Finally, because individual layer items are individual objects in the HTML output, they offer tremendous scope for adding animation and interactivity to your web pages using Dynamic HTML (DHTML), i.e. by scripting their behavior using JavaScript. For example, a layer item may be animated so as to appear from the edge of the screen and move across the screen in a particular path.

Note: Using CSS items for layout is also regarded as a "cleaner" web design technique than using invisible layout tables, since their use shouldn't cause problems for unusual browser software. For example, the screen reader software used by visually impaired people may become confused when it encounters a layout table. As more and more web users have adopted modern browsers, the need for web designers to use tables for layout will decrease.

Important: Freeway Express does not support layer items, but it has limited inflow functionality, such as inflow table-based items (see Working with Items later in this manual)

Using Relative Page Layout with CSS layout

Although CSS (layer) items have many advantages they also have a major disadvantage—and that is that because the items are positioned on the page using CSS, they will not automatically move down the page if the content above grows in height (which table-based items do automatically). This can mean that if HTML text increases slightly in size when rendered in a browser (especially if the text turns to create additional lines), layer items may overlap or underlap the content above. To avoid this problem, Freeway has a powerful Action called Relative Page Layout which you can apply to either the Site Folder in the Site Panel (which will make it take effect globally for all pages in the site) or to individual pages/master pages.

Using Relative Page Layout on your site file effectively means that it will be converted to an inflow layout, so that if any content on the page grows in height, all other items will move down the page, keeping the spacing between the items relative to how were used on the Freeway page. There are some limitations, however (for example if a single item overlaps multiple other items, or if multiple items are stacked on top of each other)—in which case you may need to consider applying the Remove from Relative Page Layout Action on one or more Actions. It is also important to note that to use Relative Page Layout, every item on the page needs to be a layer item, and you will see error messages if you have any table-based items used on the page.

You can read all about the principles of Relative Page Layout and how to troubleshoot inherent issues by reading through the articles on the Softpress KnowledgeBase at <http://www.softpress.com/kb/questions/238/> and <http://www.softpress.com/kb/questions/287/>.

CSS inflow items FW Pro only

CSS inflow items are output as part of a flow, and their position is dependent on the position of previous inflow items and other content (such as text) within the same flow. This makes them useful in cases where you do not want content to overlap in a browser. One of the problems that can occur when using layers is that text content which fits within the layer in Freeway may spill out of it, and overlap with other content, when it is displayed within a browser. Alternatively, if the layer is set to have an undefined height, the box as a whole will grow to fit its content, and may overlap with other content. Inflow items provide a way of dealing with this problem, but they also have their own limitations—unless they are floated, you cannot position two CSS inflow items so that they next to each other horizontally.

To draw a CSS inflow item within Freeway, insert a text cursor onto the page or within another CSS item and then draw the item. To insert a text cursor onto the page, either click in it when it is already selected, or double-click on the page if "Require double-click to enter text in page" is selected in Freeway's **General Preferences**.

You can download a (very basic) tutorial on how to build inflow CSS layouts along with a sample Freeway file by clicking on the link at the foot of the page at http://users.softpress.com/keith/box_model_tutorial/.

Note also that because there is an inherent bug in CSS when building inflow CSS layouts with items which are floated inside a parent item, you will need to apply the Auto Clearfix Action to the Master page(s) of your site so that the parent item's height will not collapse. You can get the Action from <http://actionsforge.com/actions/view/299-auto-clearfix>.

Important: Freeway Express does not support CSS inflow items.

Changing Document Setup after a new document has been created

In addition to specifying the site setup when you first create a new document, you can change the setup of the current document at any time by choosing **Document Setup...** from the **File** menu (see screenshots on the right). The **Document Setup** dialog is divided into five sections: **Document**, **Output**, **Upload**, **Text**, and **Graphics**.

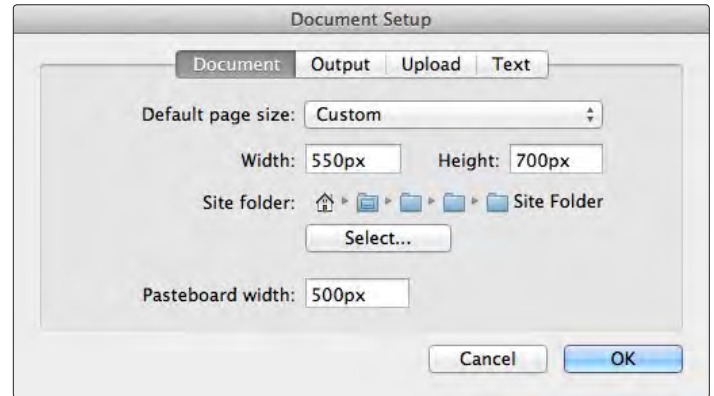
Setting the HTML level FW Pro only

You can set the default HTML level for all pages in a document or for individual pages. The choices available are HTML 4.01 (Strict or Transitional), HTML 4.01 (Strict or Transitional), HTML5, XHTML 1.0 (Strict or Transitional) and XHTML5.

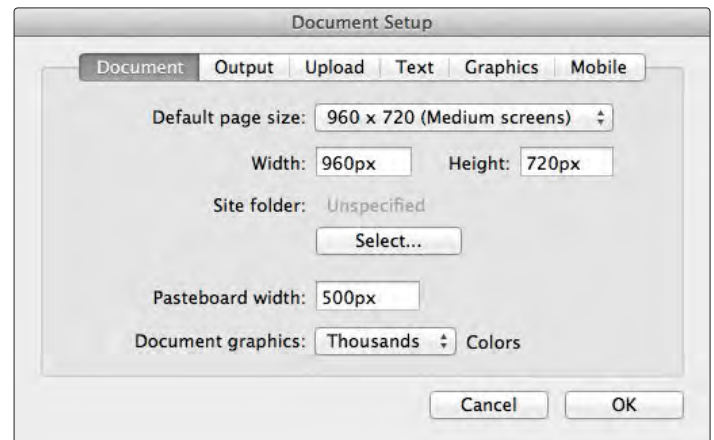
Important: Freeway Express does not have an option for setting the HTML level. All pages are output as HTML5, but without support for CSS items and styles.

Choosing between Strict and Transitional FW Pro only

Transitional versions of HTML 4.01 and XHTML 1.0 allow the use of deprecated elements and attributes, and may be compatible with a wider range of browsers. Strict versions of HTML 4.01 and XHTML do not support framesets or the target attribute.

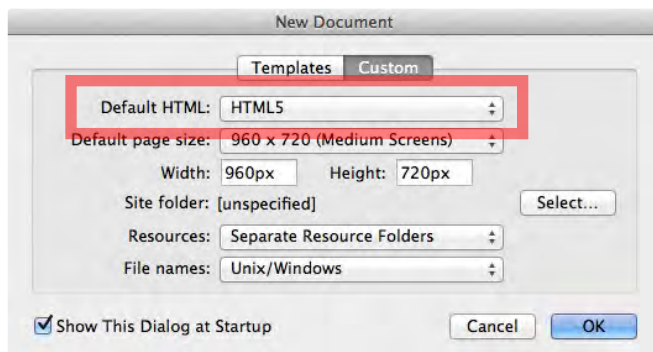


Comparison between **Document Setup** in Freeway Express (above) and Freeway Pro (below)

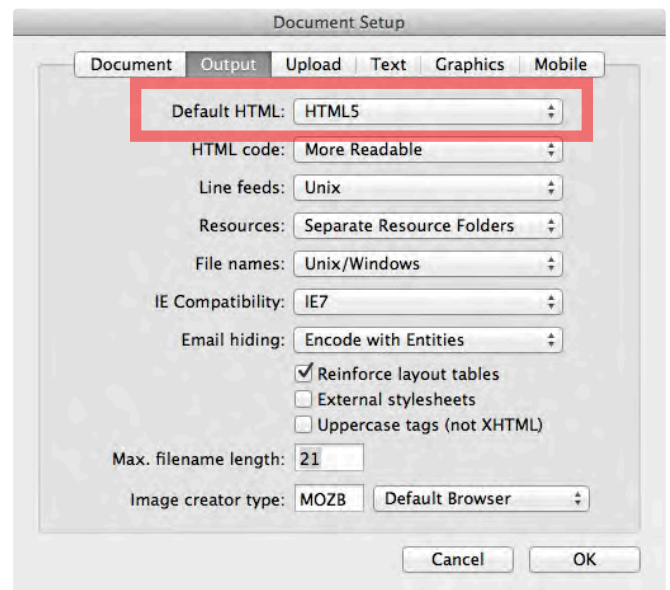


To set the HTML level for the document FW Pro only

When creating a new document in Freeway Pro, choose the default page HTML level desired from the **HTML output** popup menu in the **New Document** dialog. You can use the **Document Setup...** command on the **File** menu to change this for the document (including any new pages and master pages) at any time.

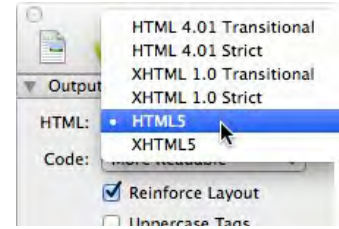


Choosing default HTML in the **New Document** dialog (above). The **Document Setup** dialog (right), allows the HTML level to be changed for the whole document.



To set the HTML level for a page FW Pro only

Make sure nothing is selected on the page. The **Inspector palette** now shows the page panel. Choose the desired level of HTML support from the **HTML** popup menu.



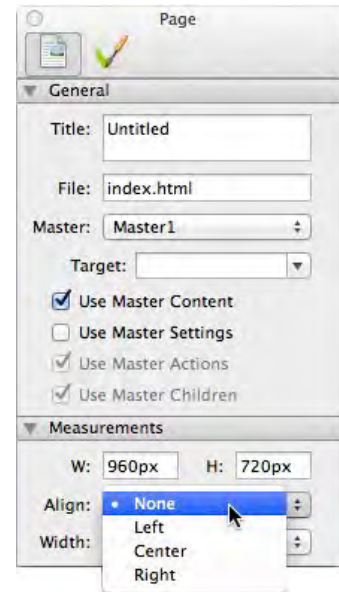
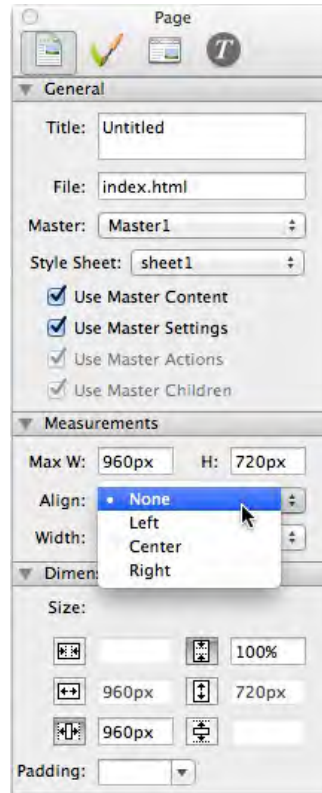
HTML page alignment

New pages in Freeway are set by default to the page alignment called None (see “Why would you create a site with an Align of None?” box panel below). There are many different layout methods possible when using Freeway Pro with None as the page alignment, but Express users will probably want to change the Align popup to Center or Left. It is very rare to set a page to Right align.

Sites built with a specific alignment (i.e., Left, Center or Right) will have fixed-width pages, and the Align option refers to how the page will be positioned in the browser window. In the browser, left-aligned pages will show clear space to the right, right-aligned will show clear space to the left, and center-aligned will show clear space on both sides.

You should be careful if the effect of your page design depends on a precise alignment with a page background image. Background images can be controlled using the **Inspector palette** (see *Applying a background image to a page*, page 35, for more information). Note that Freeway Pro lets you apply a background image to the page background or the window background (the latter will be the image that shows up in the background of the browser window off the page area).

Pro users wanting to build flexible or inflow sites can choose None for the page alignment and then control how the page aligns by using the methods explained in the Appendix at the back of this manual.



Choosing an Align option in Freeway Pro (left) and Freeway Express (above)

Setting a different page alignment

- 1 Go to the page or master page where you wish to set the alignment.
- 2 From the **Page General** panel of the **Inspector palette**, locate the **Align** popup menu. Choose from the following:
 - None** allows flexible page content items to have variable width.
 - Left** aligns the page contents with the left-hand edge of the browser window.
 - Center** centers the page contents within the browser window.
 - Right** aligns the page contents with the right-hand edge of the browser window.
- 3 When the page is viewed in the browser, the contents will display using the chosen alignment.

Note: The effect of changing this setting can be viewed in Freeway itself using the **Preview** option. For more accurate results, though, check your page in a browser.

Why would you create a site with an Align of None?

As mentioned above, choosing a specific Align option (Left, Center or Right) will mean that the pages of the site will have a fixed width. If you want to have a site which has a flexible width or uses header and/or footer bars to extend horizontally to always fill the width of the browser window, then you will need to set the Align popup to None and then use alternative methods to control the alignment of the content on the page.

With flexible layout you can use one of the many different Width options (Fixed, Flexible, Minimum, Maximum or Min/Max) to control how the page behaves in a browser. All Width options other than Fixed allow you to use percentage-based widths and it is possible to determine a minimum or maximum width (or both) to control the point after which the page width will not change when the browser window is resized.

If you want to use a header or footer bar which will always fill the width of the browser window, for example, the page Align must be set to None, the Width set to Flexible so you can use items as inflow items with their widths set to 100%.

Inflow layout uses items which are used inside other HTML items (to many different levels) which are embedded into the flow of the text—and to control the alignment of those items you need to use “floats” to align an item left or right or use “auto margins” to align an item to center). This is explained in detail in the Appendix at the back of this manual.

Saving and opening files

After you have created your document, you need to save it. Freeway saves documents in its own format, not as HTML. Only Freeway can open and save Freeway documents. To export a document as HTML, you must use the **Publish** or **Preview** commands.

Saving your document

To save a file that not been saved before, choose **Save** from the **File** menu. Freeway will display the **Save** dialog box, which you can use to specify where you wish to save the document. The default is to your Documents folder.

Choose a location, then type a file name for your Freeway document. You should make the document file name simple and informative, so that you can identify it easily in the future. It does not matter what name you give the document file, as this file remains on your system and is not uploaded to the web. Do not use an extension, such as .html, since this may cause problems later. Mac OS X filenames can be long enough to be descriptive. Freeway will automatically add a “.freeway” extension to the file name—this identifies the document to the system as a Freeway document.

You may wish to keep both the Freeway document and the Site Folder together for ease of administration. However, we do not recommend that you keep the Freeway document inside the Site Folder itself, as that can cause problems. Freeway will automatically create a folder structure for you if you use a template for your new design. For more information about Site Folders, see *Creating and assembling content* on page 13.

When you have made some changes to the file, use the **Save** command again. When you choose **Save** in a document which has already been saved, Freeway updates that file with the new information without asking you for a file name again.

Freeway does not automatically save as you work. As with any software program, remember to save your document frequently to minimize the danger of losing work.

Saving your document with a new name

To create a copy of your document with a new name, either duplicate the file in the Finder, or use the **Save As...** command in Freeway's **File** menu to specify a new filename.

Saving your document as an archive

Saving your document as an archive allows you to save your project in its current state along with copies of associated graphics and other resources. This is useful if you want to take periodic backups while working on a site, or if you wish to copy a document, with all its resources, to a different volume.

When you save an archive, Freeway creates a new folder and saves a copy of your document together with a **Media** folder containing graphics and other resources, and an empty **Site** folder.

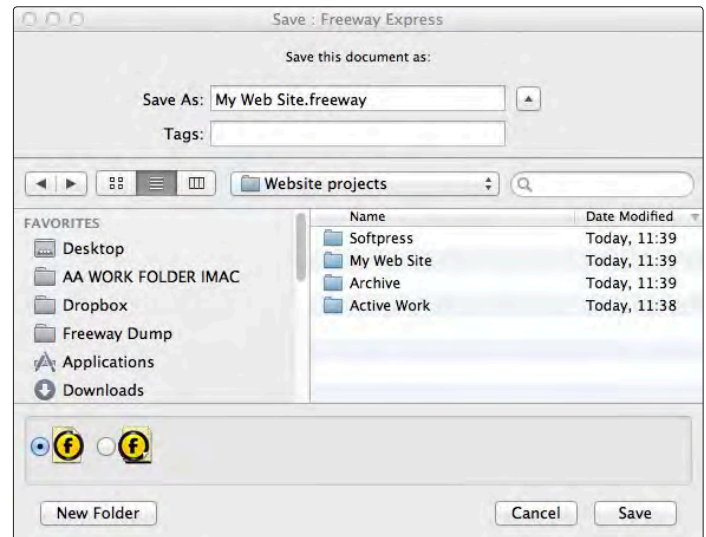
To save an archive:

1. Choose **Save Archive...** from the **File** menu. (You will be asked to save changes if the document has been modified since it was last saved.)
2. Navigate to the folder where you want your archive folder to be created.
3. Click the **Save Archive** button.
4. Provide a name for the archive folder that will be created and click **OK**.
5. The archive will be created and your original Freeway document will then be reopened.

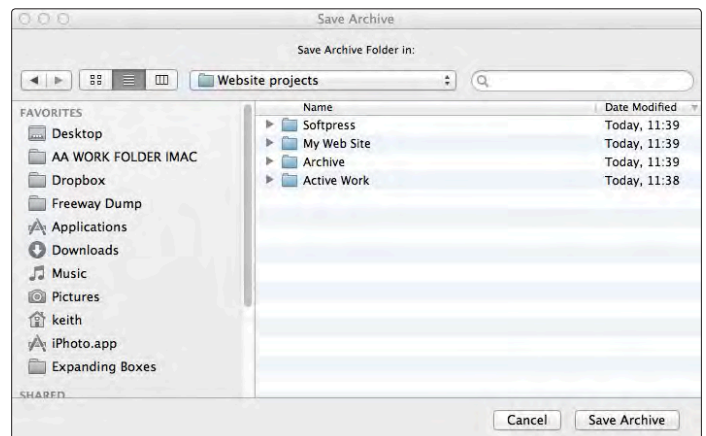
One of the benefits of creating an archive is that it gathers together all the files for your project, including the Freeway file, copies of all the original graphics you imported, multimedia files, etc., and then it will place them all in a single convenient location. This makes it an ideal way to make a backup of your project by burning it to CD/DVD or to move the project to a different computer.

If Freeway won't let you save an archive it is usually because there are one or more resources missing. To fix that, go to **Edit>Resources** and check through the list of resources to find the first one which has a status of “Missing”, select it in the list, click **Edit**, click **Locate** and then relink to the original resource file. Relink to all other missing resources you can find (you may have moved or delete some) then click on the **Update All** button and click **OK** when Freeway asks if you wish to “detach” any missing resources. Freeway will now let you save the archive.

If you open the archive folder you will see that it contains the Freeway file, a fresh clean Site Folder (which will be empty until you first publish your site) and a folder called “Media” which contains copies of all the resources used in your site project.



The **Save As** dialog box in its default state.



The **Save Archive** dialog box. After clicking **Save Archive** you will be asked to choose a name for the new archive folder

The only things which are not saved when you save an archive are galleries/slideshows made in Showcase and Exhibeo. Showcase has its own Save Archive function, and we recommend you make an archive of each of your galleries/slideshows and then save them (along with the original .spg and .fwgallery files) in a separate folder within the archive folder. For Exhibeo we recommend you save the .exhibeo and .xbExport files along with copies of all the images you imported into Exhibeo galleries so they will also be contained within the archive folder.

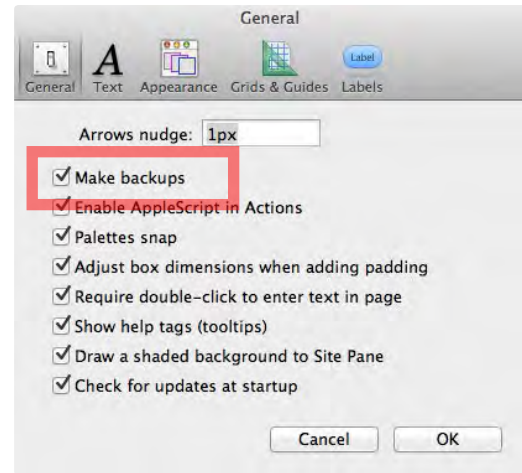
Automatic backups

Freeway automatically makes a copy of a document when you do your first save after opening it. The backup copy is created in the same folder as the original, and has the same file name but with the extension “.fwbackup”.

This means that when you finish working with a file and save and close it, you also have a copy of the file as it was before you made the most recent series of changes. If the main document file cannot be opened for any reason, you should still be able to open the backup file and recover your work up to that earlier stage.

You have only one generation of backup through Freeway’s automatic backup facility. When next you open up your document file and save it, the old backup file is overwritten. To provide additional protection, you should ensure that you make additional backup copies of your documents.

To disable the automatic backup option, open **Preferences...** and turn off the **Make backups** checkbox in the **General** panel.



*Turn off **Make backups** if you don't want Freeway to create a backup the first time you save changes to an existing document.*

Opening a backup document

In Freeway, you can open an existing document by choosing **Open...** in the **File** menu. Use the **Open** dialog to find your desired Freeway document.

Freeway lists backup documents in the **Open** dialog as grayed out by default. This is because you should never need to open the backup, unless the original document is damaged. If you do need to open the backup document, you can do one of the following:

Double-click on the icon of the backup document in the Finder, which will cause the backup file to open in Freeway as an untitled copy of your document.

Alternatively, if you are in Freeway, you can hold down **Alt** as you choose **Open...** from the **File** menu. The menu entry changes to **Open Backup...**, and the backup files are listed normally in the **Open** dialog.

Working with Freeway’s templates

Freeway Pro and Express ship with a set of “get you started” templates. These are essentially complete mini web sites, with master pages and layouts ready for you to import your own images and text.

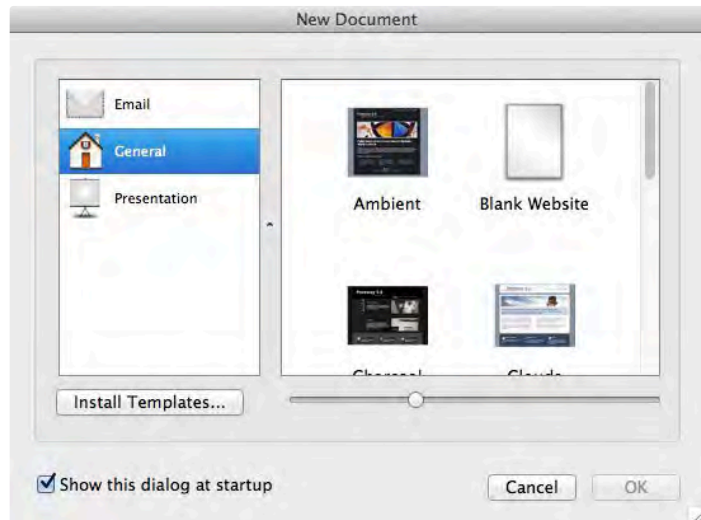
Freeway Express always uses a template for new site creation, and if the various templates that are available don’t appeal, you can choose the “Blank” template to give you a clean canvas from which to design your own site. You can also create your own templates for future use, or to share with other Freeway users.

Creating a new site document on page 15 briefly explained the process of creating a new site document using Freeway Pro’s **Custom** settings. This section explains in a little more detail creating a new document using a template, and how to save and use your own template designs.

Using a template to create a new site document

To create a new site document using a template:

1. Choose **New...** from the **File** menu.
2. The **New Document** dialog appears. If you’re using Freeway Pro, it will show two tabs across the top: **Templates** and **Custom**. If you are using Freeway Express, you will see only the templates section.
3. Select one of the headings in the panel on the left of the dialog to view the templates in that section. To get a clearer view, you can enlarge the icons by dragging the slider below the main panel to the right.
4. To open the preferred template, select it and click the **OK** button. You will be prompted to save the new document by the **Save** dialog.



Freeway creates a folder structure like the one illustrated on page 13. The folder contains the new Freeway document, a Media folder (to contain images and other materials you wish to use with your new document), and a Site Folder where Freeway saves the HTML code and images that make up the web site.

By default, new template-based documents will be saved to your user Documents folder, but you can choose any location using the **Save** dialog.

If you choose the “Blank” template, the folder structure created by Freeway is the same as the other templates. The only difference is that the Media folder for the other templates will contain the images that were used to create the template.

Creating a new template

You can save any Freeway document as a template. The advantages of using a template are that you can create new copies of the document without accidentally saving over the original, and you can share your design with others if you wish.

When you save a document as a template, Freeway makes a special file, called a bundle, which contains the Freeway document and images that were used to create it. Once this template has been saved, it can be imported into Freeway so that it appears in the **New Document** dialog.

1. Choose **Save as Template...** from the **File** menu.
If your document needs to be saved, a warning dialog will appear. To continue simply click **OK**. If you click **Cancel**, the save will be stopped and you can then manually choose **Save** from the **File** menu.
2. The **Save** dialog opens. The default save location is the user's Documents folder.
If desired, enter a new name for the template in the **Save As** text field. Clicking the disclosure button will reveal the full **Save** dialog, which allows you to navigate to an alternative location to save the template. See page 21 for more information about using Freeway's **Save** dialog.
3. When you click the **Save** button, the **Save as Template** dialog appears.
The default group for a new template is “General”. If you wish to save the template in a different group, enter its name in this field. You may enter some copyright text and a description if you wish.
From the **Language** popup menu, choose a default language for your template if you desire. The languages available are Danish, Dutch, English (default), French, German, Hebrew, Italian, Japanese, Spanish, and Swedish.

The default template icon is shown in the **Icon** box. If you would like to use a custom icon so that your template can be recognized quickly in the **New Document** dialog, select the new icon by clicking the **Select...** button and choosing a suitable image from the dialog box.

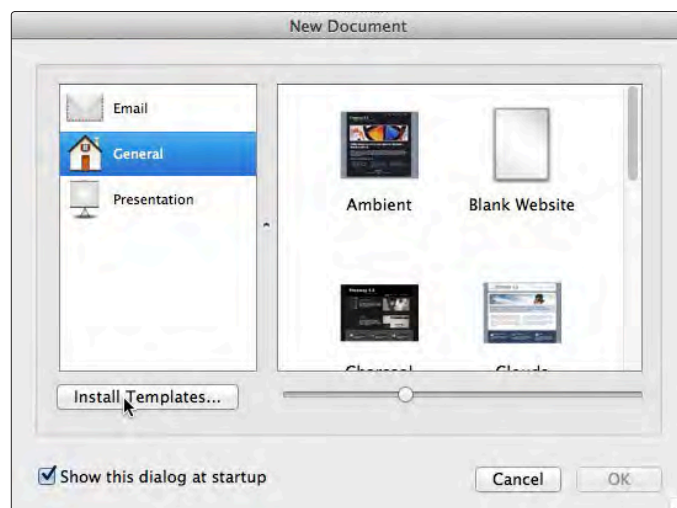
4. Click **OK** to complete saving the template.

Freeway will save the template, and return you to the document from which you created the template.

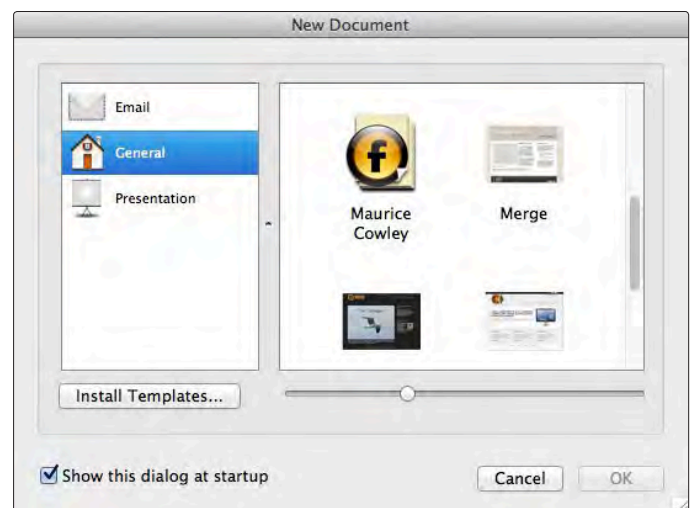
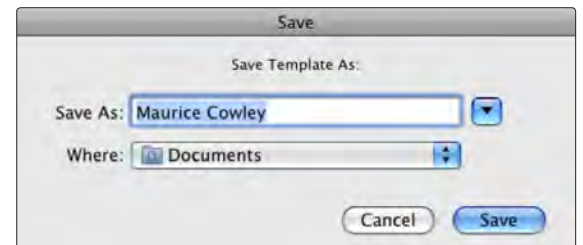
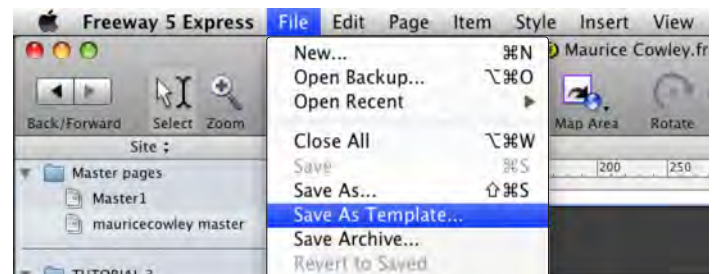
The new template is now ready to be installed in Freeway.

Installing a template

1. Choose **New...** from the **File** menu.
2. In the **New Document** dialog, show the **Templates** panel. If you are using Freeway Express, the templates will already be visible.
3. Click the **Install Templates...** button.



Clicking on **Install Templates** to install the template into the list.



After installing the template it will be visible in the appropriate group.

4. Freeway opens the **Choose a File** dialog.
5. Navigate to the location of the new template, and select it. Click the **Choose** button.

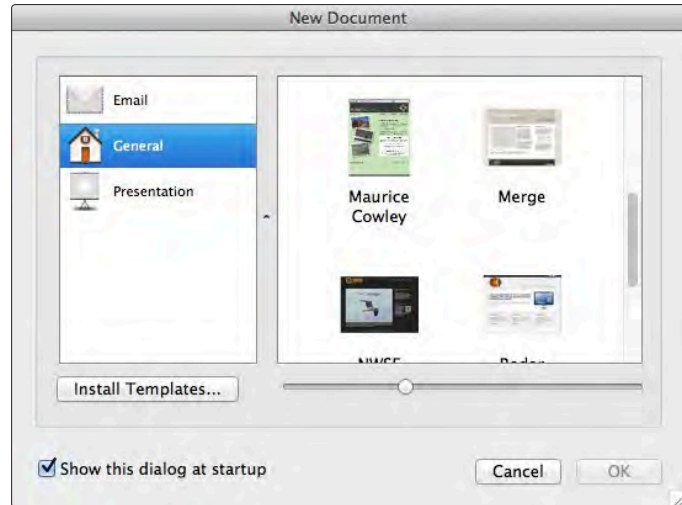
Freeway will add the new template to the relevant group.

To check that the new template appears, click on the group heading in the left panel. If the template has been installed correctly, it will appear in the preview panel on the right.

Creating a custom icon for a template

To make your new template more readily recognizable in the **New Document** dialog, you can apply a custom icon when you save it. The image can be any format that Freeway will read, and should ideally be no larger than 128px square. The actual pixel size is not critical, though, since Freeway will convert the image when the template is saved.

1. In Freeway, choose the page you want to set as the icon, and preview your new template design in Freeway or a browser.
2. Take a screen shot of the page.
3. Using your favorite image editor application you can resize the screen grab and save to JPEG or PNG if you wish.
4. Follow steps 1 to 3 of *Creating a new template*. In the **Save as Template** dialog, click the **Select...** button next to the **Icon** preview box to select the new custom icon. Click the **Choose** button, and the icon should appear in the preview box in the **Save as Template** dialog.
5. Click **OK** to continue saving the template.



Choose **New Document** from the **File** menu to check that your new icon appears properly in the **Templates** window.

Power Tip: To take a screen shot of the page you can use the Mac OS shortcuts. Grab just a part of the screen by pressing **Shift-Command-4**. This will change the mouse cursor to a target. Click and drag across the area you wish to grab, and when you release the mouse button, the image will be saved to your desktop.

The saved screen shot format will depend on which version of Mac OS X you are using.


Working with Pages

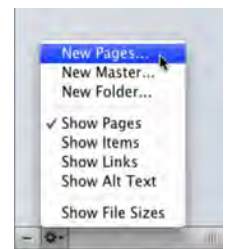
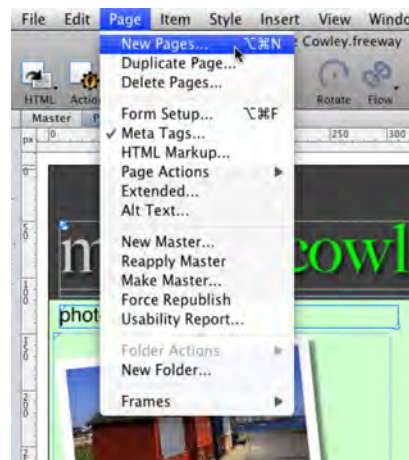
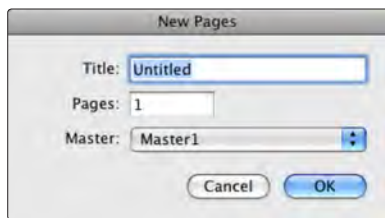
Working with pages


In a Freeway document, pages are represented on the screen by a black outline with a drop shadow showing the edge of the page. Outside this area is the “pasteboard”. You can use this area for working, but certain items, such as CSS layered items outside the page border, may be published to your web pages (see *Preventing an item from publishing* on page 55).

Adding pages

You can add pages to your document using the following steps:

1. Choose **New Pages...** from the **Page** menu or click on the  menu in the lower left corner of the document window and choose **New Pages...**, or **Control-click** and choose **New Pages...** from the contextual menu.
2. Enter a name for the page(s) in the **New Pages** dialog box.

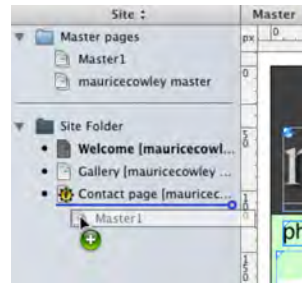


Creating new pages from the **Page** menu (left), from the **Site panel**  menu (above).

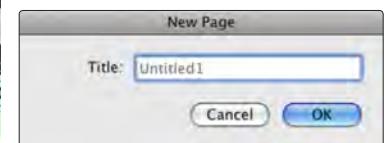
3. Enter the number of pages you want to add to the document. New pages will be automatically named “YourTitle1”, “YourTitle2”, etc
4. If you want to apply a different master page from that shown, select its name from the **Master** popup menu.
5. Click **OK**. The current page changes to the first of the new pages.

New pages are normally inserted after the current page, in the same folder—unless you have selected a folder in the **Site panel**, in which case the pages will be added at the end of the selected folder.

You can also add a new page by dragging the icon of the master page from the Master Pages area in the **Site panel** into the Site Pages section. This brings up the **New Page** dialog, which asks you to supply a title for the new page.



When creating a new page by dragging a master page into the **Site panel**, the **New Page** dialog appears.



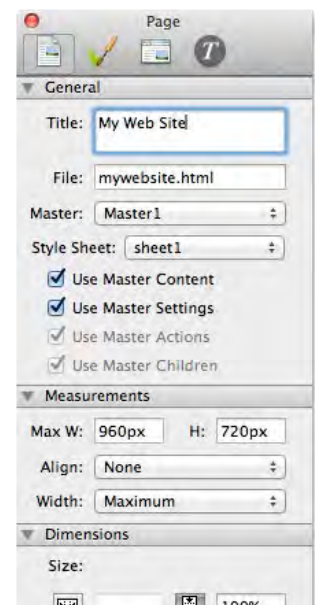
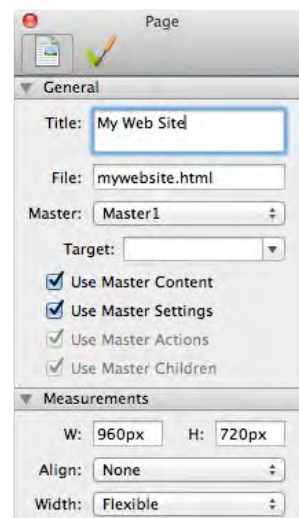
Page title and file name

It's important to give pages meaningful titles. This is not only helpful in assisting you to navigate the document more easily but also determines the window title of the page when it is viewed in a browser and is used as the title when the page is bookmarked. It may also play a role in the way search engines list your site, so it should describe your page well.

Enter the title into the **Title** field in the **Page General** panel of the **Inspector palette**. Freeway will automatically generate an HTML file name from this title (unless the file name is already distinct), but you can type a different file name into the **File** field if you wish.

If the current page is going to be your home page (the first page which someone will see when visiting your site), you should normally use `index.html` as the file name. This tells the web server to display this page as the default (home) page. Freeway automatically sets `index.html` as the name of the first page that is created in a document or folder. It's best to type the file name in lowercase letters to prevent confusion in case your web server differentiates between upper- and lowercase file names. You don't need to add the correct extension to the file name; Freeway will automatically apply the correct extension (.htm or .html, depending on your settings in the **Output** panel of **Document Setup**) when you press **Enter** or **Return**.

For more information on changing the titles of your pages, see *Changing the title of a page in the Inspector palette* on page 35.



The **Page Inspector** in Freeway Express (above) and Freeway Pro (right)

Viewing and changing pages

When viewing a document in Freeway, you can see only one page at a time in the document window, but changing to another is quick and easy. You can change pages using the **Site panel**, or the **Link Map** view (*Freeway Pro only*), or you can follow internal hyperlinks.

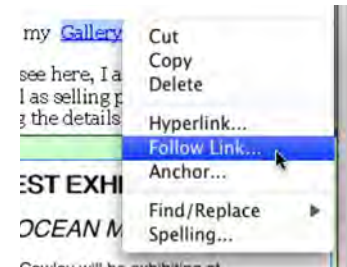
Changing pages using the Site panel

The current page is shown in the **Site panel** with its icon darkened and the title shown in bold. To change pages, click on the icon or name of another page.



Changing pages by following internal hyperlinks

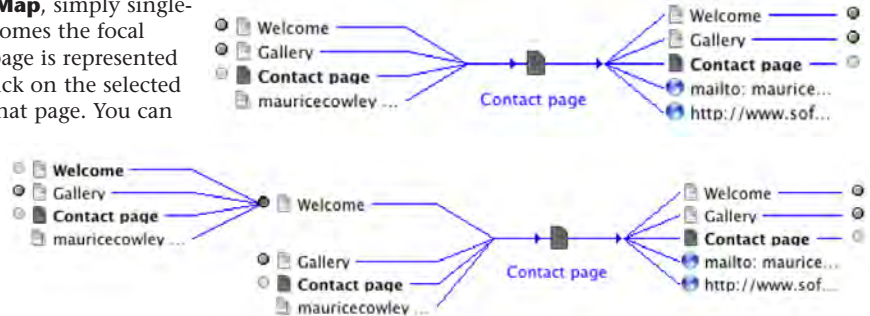
You can test the navigation through the site by following internal hyperlinks between your pages without leaving Freeway to preview the site in a browser. To follow a link within Freeway, select the item or highlight the text that has the hyperlink applied and choose **Follow Link...** from the **Edit** menu or from the contextual menu (pictured). When a link is selected, an icon accompanied by the link's name appears in the hyperlink area at the lower part of the window. If you hold the **Command** key while clicking on the hyperlink area, it will follow the link.



Changing pages using the Link Map FW Pro only

You can also follow hyperlinks in Freeway's **Link Map**. The Link Map graphically presents the relation of a selected page to the other pages in the site—the pages which link to it are on the left of the icon and the pages to which it links on the right.

In order to change the central page in the **Link Map**, simply single-click on the icon of the desired page. It then becomes the focal point of the **Link Map** view, where the chosen page is represented by a larger, darkened page icon. If you double-click on the selected page, Freeway will switch to the **Page** view for that page. You can choose to show or hide links to or from a page by clicking on the round disclosure button beside it. If you hold the **Alt** key as you click on a disclosure button, it will show (or hide) all the links in that level in your site's hierarchy. If a page links back to itself, subsequent links appear in bold and their disclosure buttons are disabled.



Selecting pages, folders, and items in the Site panel

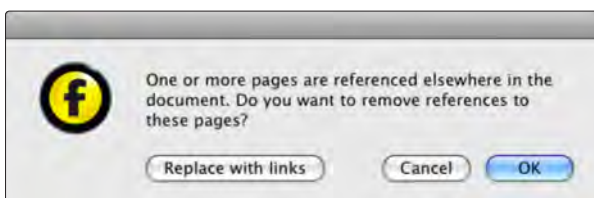
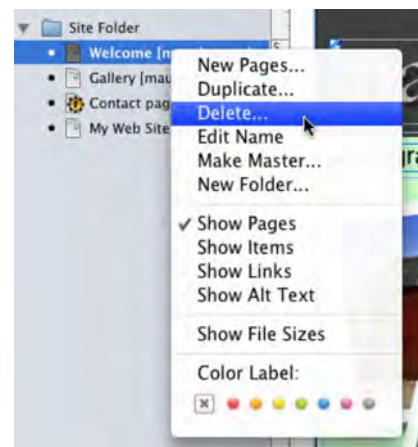
You may want to delete one or more pages or folders, or move them into a different subfolder if you have created a hierarchical site structure. You can select items on the page using the **Site panel**, if you have **Show Items** turned on in the **Site panel** menu, or if you are using the **Site panel's** **Page** view.

Select folders, pages, or items by clicking on their icons or names in the **Site panel**. When you select an object, its name and icon appear highlighted in the panel. Hold down the **Shift** key to select two or more pages or items at the same time. Hold down the **Command** key to select two or more items that are not in a continuous range (you can't select items that have different parents). You can also select a page in Freeway Pro by clicking on its name (not icon) in the **Link Map**.

Deleting pages

You can delete pages by choosing **Delete Pages** from the **Page** menu and clicking **OK** in the warning dialog box—if you have a range of pages selected using the **Site panel**, Freeway will ask if you wish to delete the selected pages; otherwise it will ask if you wish to delete the current page. Another way to delete a page or folder (or range of pages/folders) is to select it in the **Site panel** and then press the **Delete** or backspace key or click on the button at the bottom of the **Site panel**. You can also delete the current page by **Control**-clicking on it and choosing **Delete...** from the contextual menu.

If there are internal hyperlinks elsewhere in your Freeway document to the page or pages you wish to delete, Freeway will give you the chance to replace the internal links with properly formed URLs, or to simply remove the references to the page or pages you are deleting.

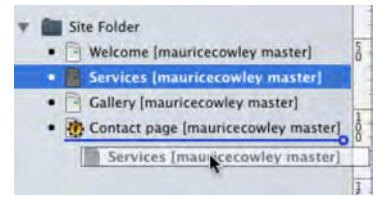


Rearranging pages using the Site panel

You can rearrange the order of the pages in a document, although this has no effect on how the site is viewed by the visitor. Navigation through a site is determined solely by the hyperlinks that you define to permit this. However, sometimes it is helpful to have the pages arranged in a particular order to help you work with the document more easily.

To change the page order, simply drag the page using either its icon or its title up or down to a new position in the **Site panel**. Feedback in the panel shows where the new position will be. You can change the order of pages in the same folder or drag them into a subfolder by dragging below the site folder and to the right.

See *Working with page folders* on page 37 for how to create subfolders in the **Site panel**.



Copying pages

In order to copy a page, simply select it as described above and choose **Copy** from the **Edit** menu. You can only copy one page at a time.

You can also **Alt**-drag a page, or range of pages, within the **Site panel** to duplicate the selected pages. Type a new title into the **New Page** dialog that appears.

Freeway also lets you copy and paste complete pages. To do that you simply need to select a page in the Site Panel, copy it, select the location where you want to place the new page (either loose in the Site Panel, in a specific page folder or even in the Site Panel of a different document) and then paste it in.



Create an exact duplicate of a page or range of pages by **Alt**-dragging it within the **Site panel**.

Duplicating pages

You can use the **Duplicate Page...** command on the **Page** menu to create identical copies of the current page.

1. Choose **Duplicate Page...** from the **Page** menu, or **Control**-click on the page and choose **Duplicate...** from the contextual menu.
2. In the **New Page** dialog, enter a name for the duplicated page and click **OK**.

Working with master pages

Master pages carry the elements you want to appear consistently on a number of site pages. For example, you could place running headers, navigation buttons, or a logo on the master page, which would then automatically appear consistently on each page with that master applied to it.

Master pages are like ordinary site pages, except they are not published. Master pages are shown at the top of the **Site panel**, above a horizontal dividing line. You can view a master page by clicking the icon for the master page in the **Site panel**.

You can also switch to the master of the page you are currently viewing by clicking the **Master** button near the top left of the document window.

You can tell that you are looking at a Master page because the rulers to the top and left of the page area are colored in a pale yellow. When viewing a Site page, the rulers will be colored in white.

The **Site panel** uses a secondary (light gray) highlight to indicate which master page is applied to a particular site page, or which site pages derive from a particular master. When a site page is selected, the master page on which it is based is shown with a secondary highlight. When a master page is selected, the site pages that are based upon that master are shown with a secondary highlight.

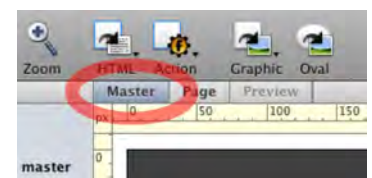
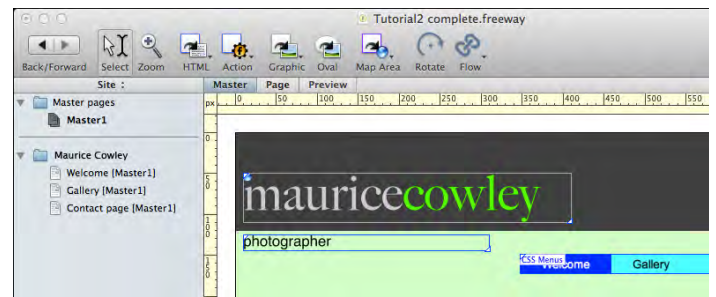
Master pages can also hold guides and grids that help you position elements consistently over a range of site pages. (These guides do not appear on your published web pages.)

By default, a new document contains one master page and one ordinary site page. If you're only using one basic page design, you can modify the default master page, Master1, to suit your needs. Simply change to the master page to set up items, guides, and page grids as you want. However, if you want to work with more than one master page, you can add new master pages.

What are Master pages?

Master pages are non-publishing pages on which you can use content which is common to one or more groups of pages of your site. The main benefit of using Master pages is that if you decide to make an edit on one of the common items used on all your pages (such as an item in your header bar, a footer item or a navigation menu), you need only make that edit once on the Master page and it will take effect on all pages based on that Master. Even the most simple sites will benefit from making sure you spend a little time in the early stages of your web project to get your initial Master page or pages set up correctly.

People who have worked with desktop publishing applications will already know the benefits of using Master pages—but it is worth noting that there are some important differences in Freeway which is mainly because of the need for everything to work with HTML. If you have worked with Master pages in previous versions of Freeway you will see that many additional functions have been added to Masters in Freeway 6.



Note: Freeway Express has ruler guides, but not page grids.

Master page concepts and good working practices

Almost every site on the web has common items and settings which help to brand the site's pages using the same header bar (perhaps with a logo or distinctive colored background), along with a common page background and browser background color, page width, default page height, etc., to give them a consistent appearance.

Some sites may use a very similar layout—perhaps in terms of headings used on each page or using the same column structure—for particular groups of pages within the site. For example, there may be a Home page, About Us page and a Contact page which use a particular appearance, but this may be different to how, for example, pages for a company's products need to be laid out. If this is the case, you can set up multiple Master pages to create pages used in each distinctive section of your site.

You do need to bear in mind, however, that if you later need to make an edit to a common item such as a header item (perhaps the client has changed their telephone number), then each Master page will need to be changed individually—so you might want to take that into account before setting up many different Masters.

By planning ahead you can very easily work out how many different Master pages you might need for the site, and how they will differ. It is also at this stage that you will probably have some idea about how you are going to use a navigation menu so it can be incorporated into the Master page (with main menus and sub-menus), and how the text and graphic content will be positioned on each page.

How much you decide to use on your Master page in terms of common content is entirely up to you and how you prefer to work. Some people limit Master content to just the main header bar and navigation menu, whereas others prefer to place empty placeholder items on their Master pages which can be used to import unique text or graphic content on each individual page—and this is why you need to consider the concepts of Master items and how those items and Master pages are controlled by their Master links.

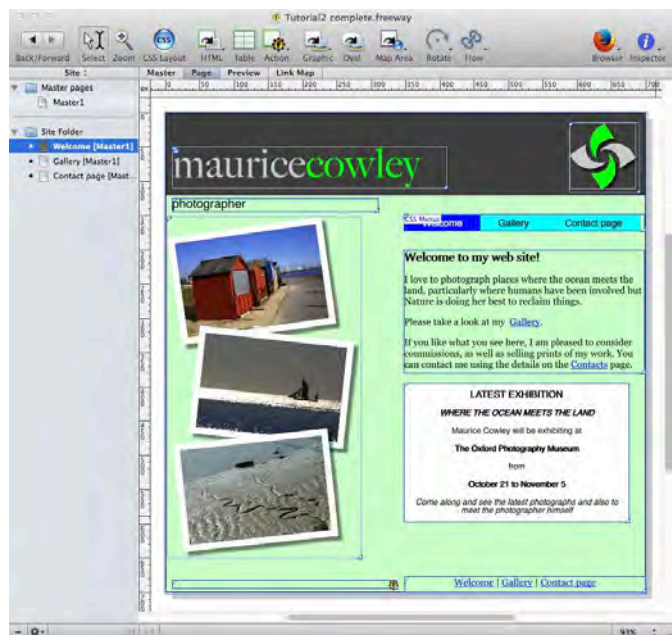
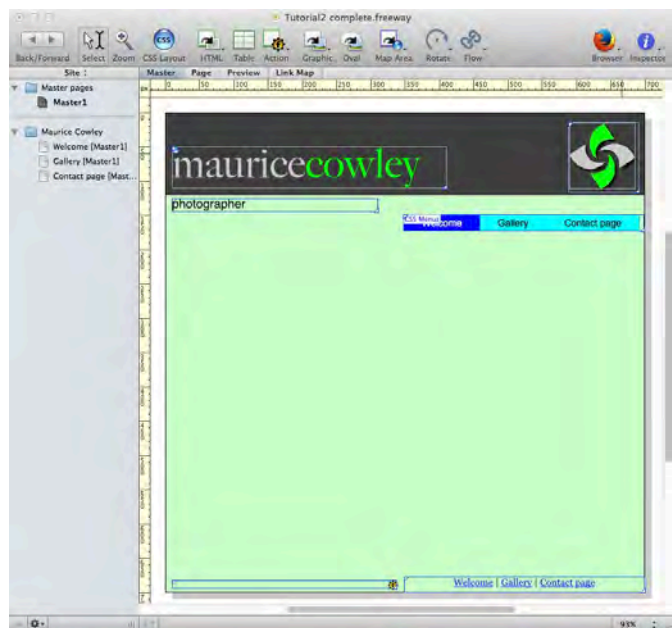
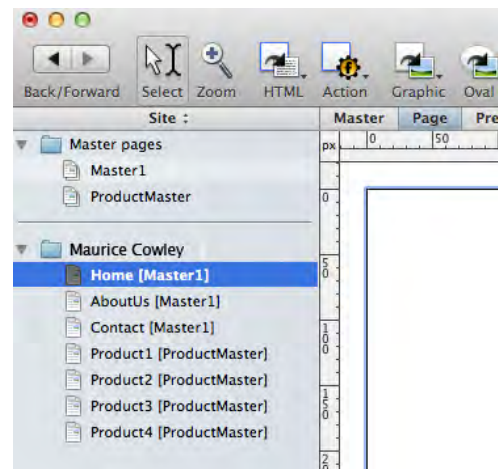
A good example of how much content to use on a Master is the Using Freeway tutorial file (see the Master page in the screenshot on the right) where you can see that only the items which are common to all pages have been used on the Master.

If you haven't already built the Using Freeway tutorial site, we strongly recommend that you do so. By building the tutorial site you will be taken through all of the basic steps of creating and building a website from scratch in Freeway, and this is a far better way to learn Freeway than simply reading through a series of articles online or from a manual. You can find a link to download the Using Freeway guide PDF (which contains the tutorial) at <http://www.softpress.com/help/> (under Manuals) along with all the resources you will need to build the tutorial site yourself. Either print off the tutorial chapter or read through the PDF as you build the tutorial site.

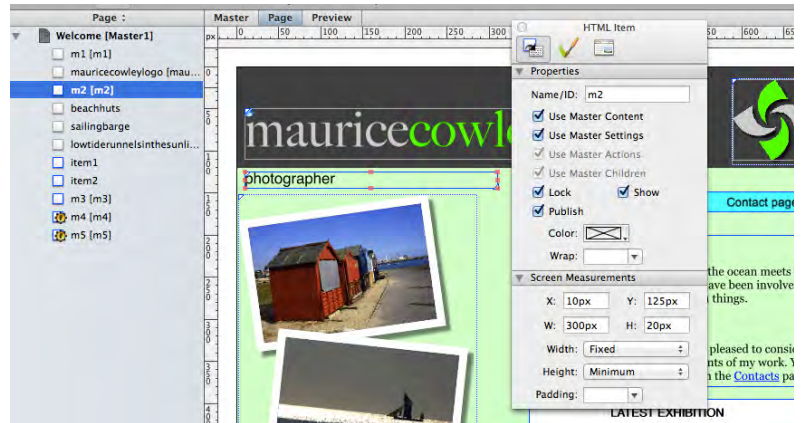
The next screenshot (right) shows the Welcome page of the Using Freeway tutorial site, which shows the Master items used on the Master page along with the unique items that have also been placed on that page. Note that the rulers are now in the normal light grey color because you are viewing a Site page.

Looking at the items on the page in the Freeway interface it is not immediately clear which items are Master items and which are unique items on the Site page, but you can usually tell by selecting an item to see the name it has been given by Freeway. All items drawn on a Master page or placed there from the Insert menu will have the letter "m" in front of the item's name. However, you need to be aware that if a graphic or multimedia resource has been imported into an item (or dragged and dropped onto the page), the item will be given the imported file's name rather than being given a name with "m" in front.

Another way to tell that an item is a Master item is to see if a name surrounded by square brackets appears immediately after the item's name in the Site Panel list. Inside the square brackets the name refers to the name of that item on the Master page, so even if you rename the item on the site page the original Master name will still display within the square brackets.

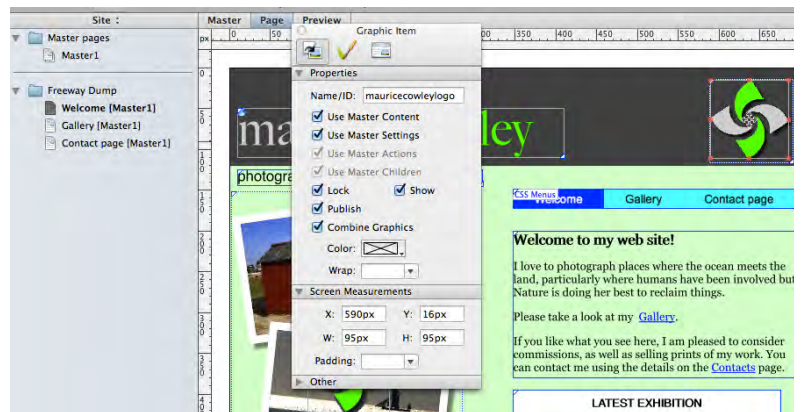


The next screenshot (right) shows the HTML item containing the word “photographer” selected on the Welcome page, and you can see that this is a Master item because its **Name/ID** begins with “m”—in this case the item is called “m2” (which, if you select the item on the Master page itself, is what it is called there as well). Another way to tell that this item is a Master item is by looking in the Inspector to see that the various “**Use Master ...**” options are listed).



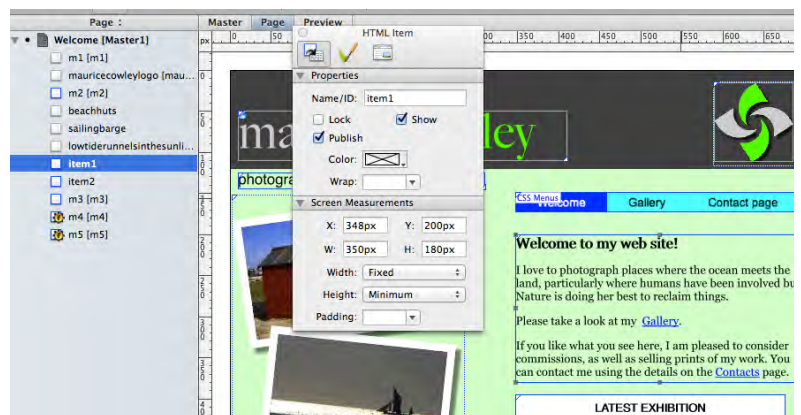
Note that the Site Panel shown in the screenshot above is in **Page mode** (which is displayed when you click on the header bar of the Site Panel to toggle the view from “Site” to “Page”) so you can see all the items on just that page. With the item selected on the page, you can see that the Site Panel has the item called “m2” highlighted.

As mentioned earlier, graphic items imported into an item drawn on the page will not use a **Name/ID** beginning with “m” in the same way as other items drawn on the page will do—as can be seen in the screenshot on the right. Note that the logo in the top right of the page is selected, and this item was created by drawing a graphic item on the page and then importing a graphic into it. The name displayed in the Name/ID field (and the name of the item in the Site Panel list) is the name of the imported graphic file but without the file suffix (.jpg, .gif, etc.).



Although the name of the item does not start with the letter “m” as other Master items do, it is still possible to see that this item is a Master item because the four different **Use Master...** options appear underneath the Name/ID field of the Inspector (even though two of them are greyed out in the screenshot). If you see those options displayed in the Inspector when an item is selected, this will always mean that the item has been inherited from the Master page.

As you can see in the next screenshot, if you select a unique item on that page (i.e., one that was drawn on the Site page and not on the Master page) you won’t see the Name/ID beginning with the letter “m” (as it did when selecting the item containing the word “photographer”) and you won’t see any Use Master... options in the Inspector.



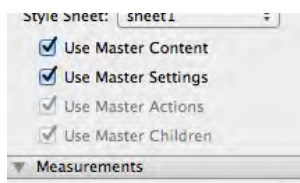
Earlier, you will have seen that we said: “How much you decide to use on your Master page in terms of common content is entirely up to you”—and the reason this was mentioned is because you need to know what will happen to a Master item or page setting if you move or resize it, and what Master Settings will still be used on that item if you edit the content of a Master item on a Master page. This is a very important part of the concept of Master items, and learning the differences between the different settings will mean you may want to work in a different way.

Before moving on to the four different **Use Master Settings**, you may have noticed that the selected Master items in the screenshots of the Welcome page display with red handles around them. Please note that this is nothing to do with how Master items display, it is simply due to those items being locked on the Master page. In the Using Freeway tutorial we recommend that you lock Master items to prevent them being accidentally moved on the Site pages. If you decide not to lock Master items, you will see no difference to the handles of selected items. You can read about locking items in the Working with Items section of this manual.

The “Use Master...” options for pages and items in the Inspector’s General Settings tab

As shown in the screenshots of Master items earlier, there are up to four **Use Master...** options displayed in the **General Settings** tab of the Inspector:

- Use Master Content
- Use Master Settings
- Use Master Actions
- Use Master Children



It is important to note that the changes introduced in Freeway 6 not only include the new **Use Master Actions** and **Use Master Children** options, those Use Master... options (with the exception of Use Master Content) can be applied to the Site page itself as well as Master items used on Site Pages. This means, for example, that after changing the page width, background color, etc., of a Site page you can quickly reapply the settings used on the Master page by checking the **Use Master Settings** option when nothing is selected on the page.

When you first go to a Site page, you will always see the first two **Use Master...** options checked by default.

This first section covers just the **Use Master...** options which are displayed in the **Inspector's General Settings** tab—see later for five other ways to revert the settings of HTML Markup, Meta tags, Form Setup, Extended attributes or an Action (when they have been changed from the original Master settings).

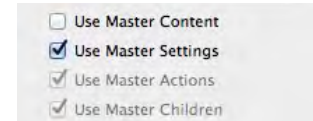
Use Master Content

If the **Use Master Content** option is unchecked in the **Inspector's General Settings** tab, this means that the original content of an item used on the Master page has been edited or deleted on that Site page. Checking the **Use Master Content** option will make the content of the Master item on the Site page revert to its original content and it will also restore the item's Master links for that item.

It is important to note that if the Use Master Content option is unchecked, making an edit to the content of the item on the Master page will not take effect on the Master item on the Site page as that Master link will be broken. To make changes on the Master page item take effect on the Master item on the Site page you need to check the **Use Master Content** option again in the Inspector—but note that any edits you made to the Master item on the Site page will be removed.

As mentioned earlier, you won't see the **Use Master Content** option unchecked on the Site page itself (i.e., when nothing is selected on the page) unless you have double-clicked inside the page area, inserted text or items and then edited the text or deleted one or more items. Checking the **Use Master Content** option will restore those items inside the page area of the Site page.

It is important to note, however, that if you want to recover a Master item which was drawn as a normal item on the Master page and then deleted on the Site page, you need to recheck the **Use Master Children** option instead.



Use Master Settings

This option controls the settings applied to either the Site page itself or a Master item used on a Site page. Changing the page width, background color, etc., of a Site page, or changing the size, position, color, etc., of a Master item on a Site page will result in the **Use Master Settings** option being unchecked.

Just as when the Use Master Content option is unchecked (see above), having the **Use Master Settings** option unchecked will break the specific “settings” link between the Master page/Master item and the Site page or master item used on the Site page. Switching on the option again in the Inspector will make the page or item revert to the original settings used by the Master page or Master item, and this also re-establishes the Master links again.

Use Master Actions

As the name suggests, this option controls the Actions used on the Master page itself or a Master item on a Site page.

If an Action applied to the Master page itself is removed from a Site page, the **Use Master Actions** option will be unchecked and active in the Inspector—and checking the option will restore the Action again.

You will also see the **Use Master Actions** option active in the Inspector if an item on the Site page which has an Action applied to it has the Action removed. Switching on the **Use Master Actions** option will restore the Action again.

It is important to note, however, that if you want to recover a “standalone” Action item (ie, an Action item placed on the page by clicking on the Action tool on Freeway's toolbar then drawing the item on the page or by going to **Insert>Action item** and choosing the standalone Action) which was drawn as a normal item on the Master page and then deleted on the Site page, you need to recheck the **Use Master Children** option instead.

Use Master Children

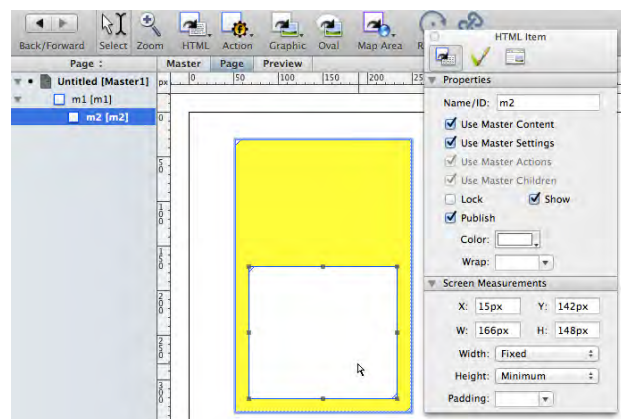
This option works in two very different ways – and it is important to understand the differences.

The first way to see the option unchecked is if an item on a Master page is removed from a Site page when there is nothing selected on the page (so the Inspector is in Page mode). The reason for this is that items placed on the page itself are considered to be child items of that page.

After checking the **Use Master Children** option, any item removed from the page will be restored and the option will then become inactive again.

The second way is when you use an item as a child item embedded inside another item and then you delete the child item. It is important to note, however, that you will only see the **Use Master Children** option unchecked if you have the parent item (ie, the item inside which the child item was originally embedded) selected on your page.

If a child of a parent item used on a Master page is deleted on a Site page you will only see the **Use Master Children** option active (and unchecked) in the **General Settings** tab of the Inspector if you select

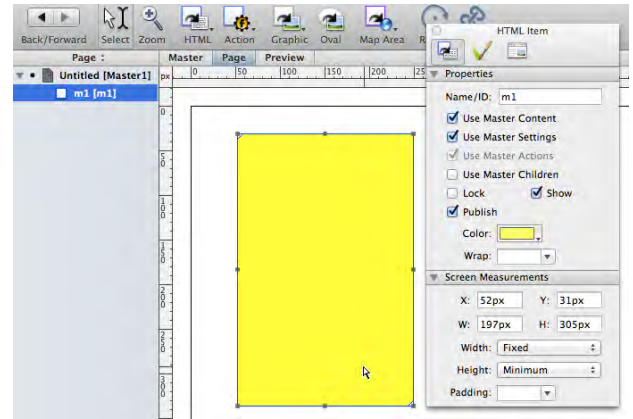


The white panel selected on the screenshot above is an item which was drawn on top of the yellow item (which automatically makes the new item a child of the original item).

the child item's original parent item on the Site page, as shown in the screenshot below. Selecting the parent item and checking the option again will restore the child item inside its parent.

When using multiple levels of parent/child relationships, the Use Master Children option will only be available to use when you select the parent item which previously contained that child item within it (ie, you will not see the option available if you select a parent item two levels up in the nesting order).

*After selecting and deleting the child item (see right), the **Use Master Children** option is now active but unchecked when the parent item that originally contained that child item is selected on the page.*



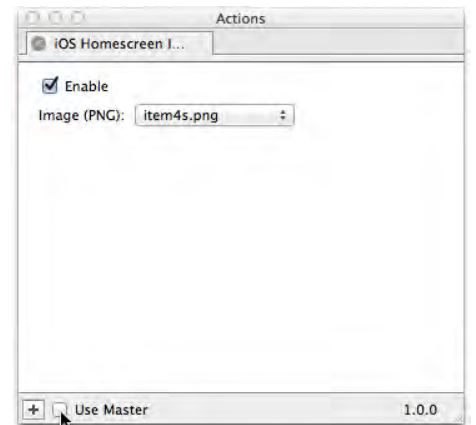
Other “Use Master” options

As mentioned earlier, there are five other **Use Master** options which are located in various dialogues or floating palettes.

Use Master option in the Actions palette

If you use a standalone Action or apply an Action to an item on a Master page, you will see a **Use Master** option in the bottom left of the **Actions** palette if you select that item. By default, this option will be checked.

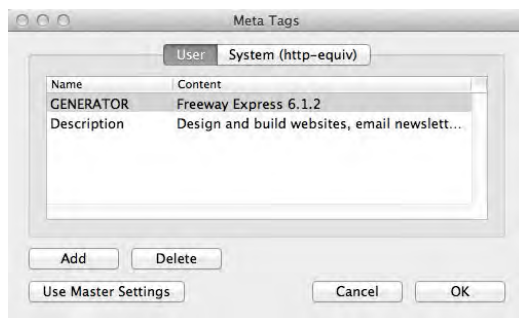
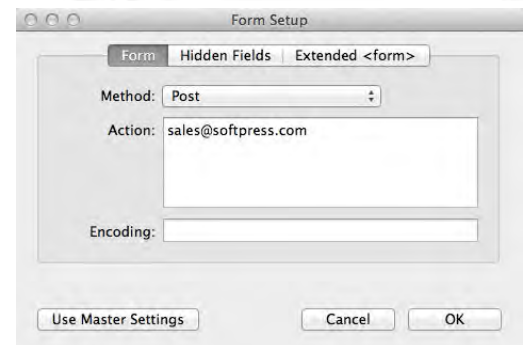
However, if you then change any setting for that Action on the Site page the **Use Master** option will be unchecked in the **Actions** palette. Checking the option (whether the Action is applied to the page, applied to an item or used as a standalone Action) will restore the original Action's settings



Use Master Settings in the Form Setup dialog

If you set up a form manually (ie, by using your own PHP file rather than the Send Form Action), you will do this by entering a **Method** and **Action**, etc., in the **Form Setup** dialog—which you can see by visiting a Site page, going to **Page>Form Setup** and looking in the bottom left.

Although it is probably rare, it is possible to set up the **Form Setup** dialog on a Master page so the same functionality is used on all your Site pages. If, however, you then change any setting on a Site page you will see a **Use Master Settings** button which you can click on at any time to revert back to the same settings used on the Master page.

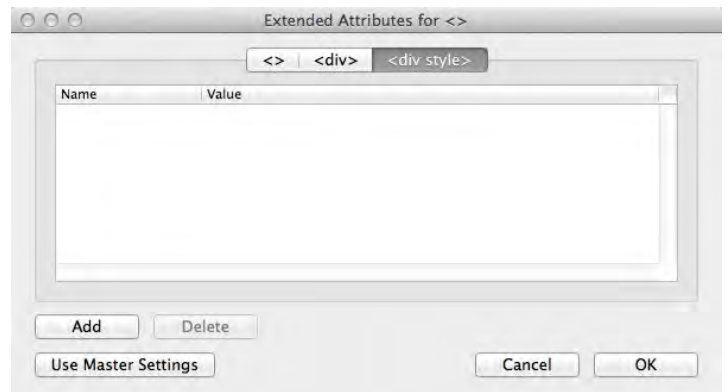


Use Master Settings in the Meta Tags dialog

If you want to use “meta data” (such as a Description or Keywords meta tag) on your pages, it is usually much quicker to set up the meta tags on the Master page—by going to **Page>Meta Tags**. If, later on, you change or remove the meta data on one of your Site pages you can always click on the **Use Master Settings** button in the bottom left of the Meta Tags dialog to revert back to the same settings used on the Master page.

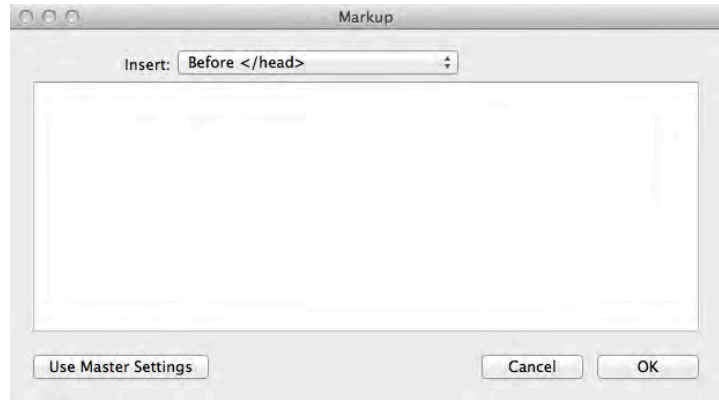
Use Master Settings in the Extended Attributes dialog

If you want to apply some extended attributes to items on the page, you do that in Freeway by selecting a layer item and then use a **Name/Value** pair (by going to **Item>Extended**) to achieve a specific function. If you set this up on a Master page and then later edit or remove the Extended attribute on a Site page, you can always revert back to the same settings used on the Master page by clicking on the **Use Master Settings** button.



Use Master Settings in the HTML Markup dialog

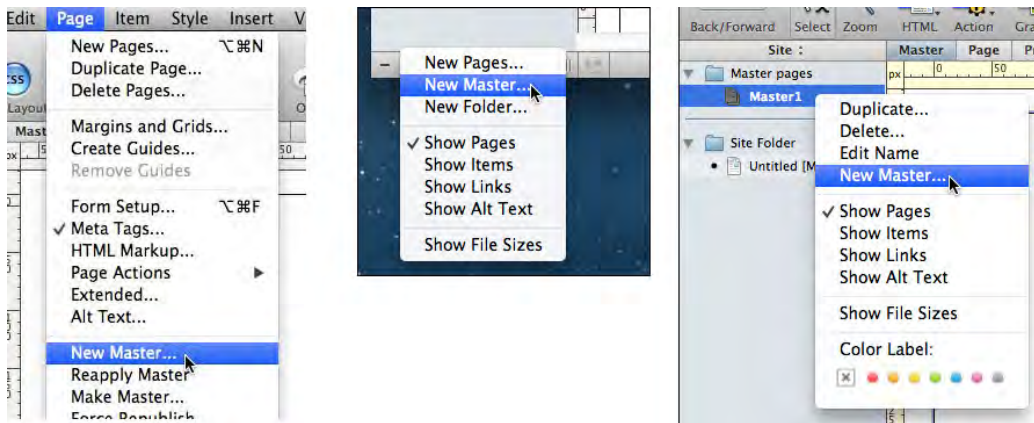
It is quite common for web designers to use custom markup code in the Head or Body of the page by going to **Page>HTML Markup**, choosing the location in the Insert menu. If you set this up on a Master page and then later edit or remove the markup code on a Site page, you can always revert back to the same settings used on the Master page by clicking on the **Use Master Settings** button.



Note: If you make a change to an Action, Form Setup, Meta Tags, Extended Attributes or HTML Markup on a Site page and then it is changed back so it is the same as the Master, Freeway will automatically restore the Master link again. This is important is, for example, you have multiple meta-tags on the Master and you want to restore individual Master links but not all.

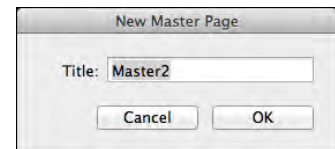
Creating a new Master page

To add a new Master page to your Freeway document, you can use one of the following methods:



- Go to **Page>New Master** (see screenshot below left).
- Click and hold on the cog popup near the left side of Freeway's footer bar (see screenshot below center) and choose **New Master...**
- Control-click (or right-click) on an existing Master page and choose **New Master...** (see screenshot below right).

Each of the methods mentioned above will display the New Master Page dialog (see screenshot below) where you can enter the name for the new Master and click OK.



Renaming a Master page

To change the name of an existing Master page you can use one of the following methods:

- Select the Master page in the Site Panel, change the name of the page in the **Title** field of the **Page Inspector** and type a **Return**.
- **Alt-click** on the page icon or page name in the **Site Panel**, enter the new name and type a **Return**.

Deleting a Master page

To delete a Master page that's displayed in your list of Master pages in the Site Panel, you can use one of the following methods:

- Select the Master page you wish to delete and go to **Page>Delete Pages....** After choosing this option you will see an alert telling you that if you delete a Master page, all Site pages based on that Master will also be deleted. Click **OK** if you are sure this is what you want to do.
- **Control-click** (or **right-click**) on the Master page you wish to delete and choose **Delete....** This will also display the alert mentioned above.
- Select the Master page you wish to delete and click on the "minus" sign button in the far left of Freeway's footer bar. This will also display the alert mentioned above.

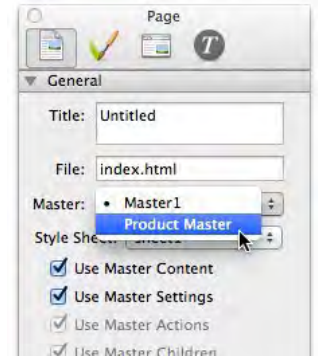
Be very careful that you don't lose a lot of your Site pages by accidentally deleting one of your Master pages to which those Site pages are associated. Also, be aware that if you delete a Master page so you are left with no Site pages left in the Site Panel, you will not have any pages to preview in a browser because Master pages do not publish (i.e., you must have at least one Site page in your Site Panel for Freeway to be able to use Preview or Preview in Browser).

Applying a different Master page to a Site page

Below the Title and File fields in the Inspector is a popup called **Master**. If you have multiple Master pages set up in your document you can click and hold on this popup and choose the Master page you want your Site page to be based on.

Changing the Master page on which your Site page is based on will change the content so that all Master items associated with the old Master page will be removed, and all the Master items associated with the new Master page will be placed on the page instead.

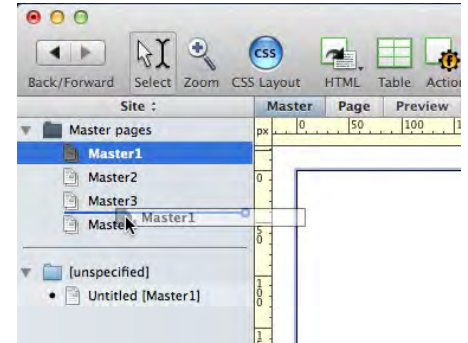
It is important to note that if an item has lost its Master links (ie, the links to the item on the Master page previously used), this may result in that item not being removed because Freeway may not recognize the item as being a Master item.



Rearranging the order of Master pages in the Site Panel

There may be times when you have created pages out of order and you want to order them in a particular way in the Site Panel. This can be done very quickly by clicking and dragging one or more pages into the location you want them to appear in the list. The screenshot below shows how to click and drag the "Master1" Page to a location between "Master3" and "Master4". As soon as the mouse button is released, "Master1" will then move to a location between "Master3" and "Master4".

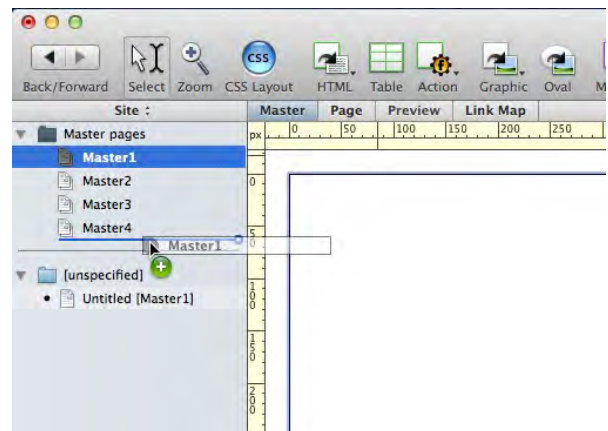
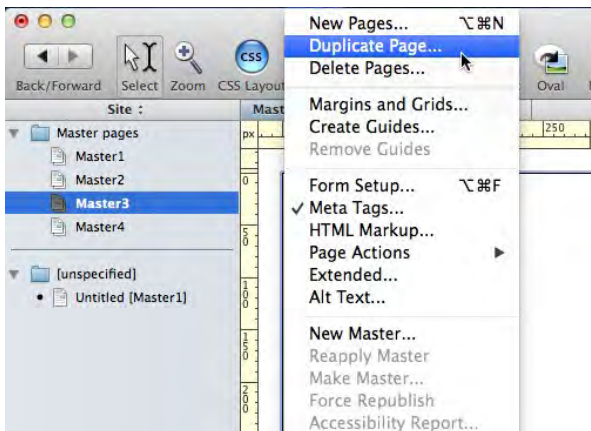
To move multiple pages, use the **Shift** key and click (to select pages next to each other in the list) or the **Command** key and click (to select pages which are not in a continuous range) to add to the selection after the first page has been selected. Once you have selected all the pages you want, click and drag on one of the selected pages to move all the selected pages at the same time.



Duplicating and Deleting Master pages

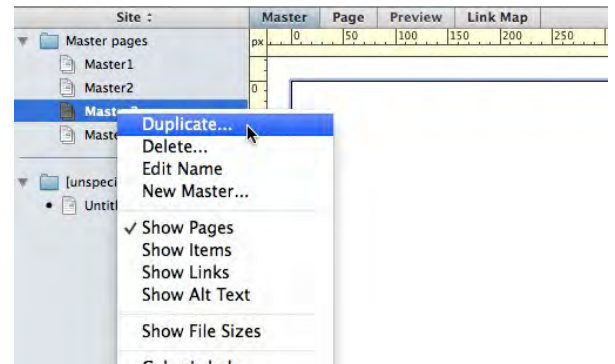
There are a few methods you can use to duplicate an existing page of your site. First is to select a page in your **Site Panel** and then go to **Page>Duplicate Page ...** (which will display the **New Master Page** dialog where you can give the duplicate page a name before clicking **OK**). See the screenshot below left.

Second is to **Alt-click** and drag a page in the **Site Panel** (which, when you let go of the mouse button, will display the **New Master Page** dialog), and note that the new page will appear in the location where you were pointing to in the Site Panel list when the mouse button is released. See the screenshot below right.

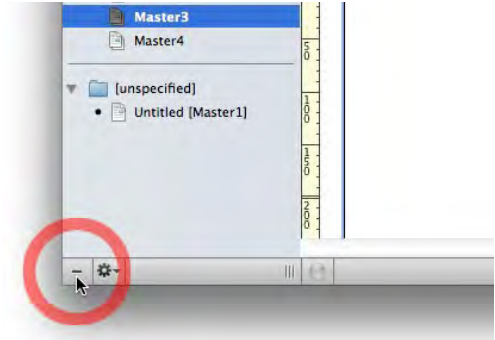


You can also **Control-click** on a page in your **Site Panel** and choose **Duplicate...** in the "contextual" menu which displays. This will again display the **New Master Page** dialog where you can name the page, and, after clicking **OK**, the new page will be placed immediately after the page which was selected originally.

Deleting pages can be done the same way as duplicating (using the Page menu, the Site Panel or the contextual menu) or you can simply select a page (or multiple selection of pages) and hit the **Backspace/Delete** key.



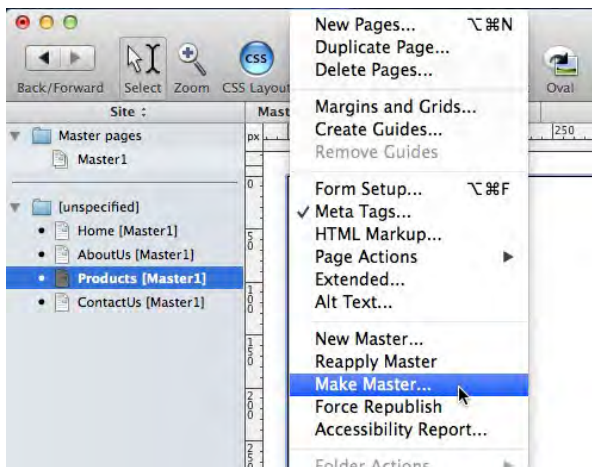
Another method is to select a page (or selection of pages) and click on the **Minus** button in the bottom left of the Freeway interface window (on Freeway's **Footer Bar**). All methods will display an alert asking if you are sure you want to delete the page(s)—click **OK** to proceed.



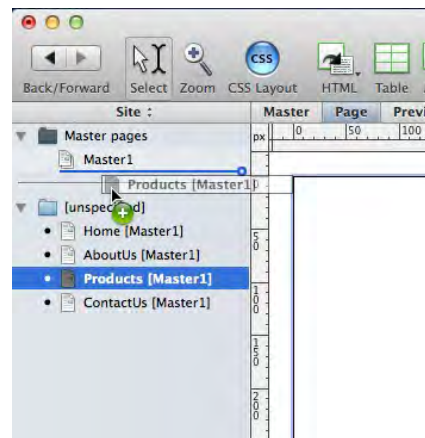
Making a Site Page into a Master page

There may be times when you build a site page in Freeway and then you want to make that page into a Master page. To do this, select the page in the **Site Panel** list and go to **Page>Make Master...** (see screenshot below left). You will be prompted to give the new Master page a name before you can click **OK** to close the **New Master Page** dialog.

Another method is to click and drag a Site page into the Master page section of the Site Panel (see screenshot below right). When you release the mouse button, you will be prompted to name the new Master page.



Making a Site Page into a Master from the Page menu.



Making a Site Page into a Master by dragging the page into the Master list.

Applying Color Labels to Master pages

Some people like to colorize the pages in the Site Panel list to make them easy to identify when using a particular workflow. Freeway lets you colorize the name of a page using Apple's Color Labels.

To colorize a page, **Control-click** (or **right-click** with a multi-button mouse) on the page you want to colorize, then choose the color from the **Color Labels** at the bottom of the contextual menu. See the screenshot (right).

To remove a color applied to a page, **Control-click** (or **right-click**) on the page and click on the **"X"** in the **Color Label** list at the bottom of the contextual menu.

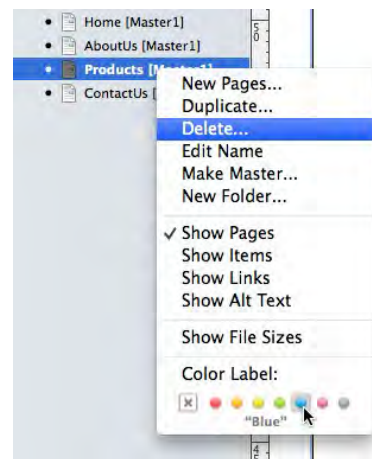
Using Master pages/items with some options unchecked and others checked

Because there are four different Use Master... options (unlike in desktop publishing applications which have only one type) it is possible to mix and match the different Master settings so that one or more Use Master... options are unchecked in the Inspector.

For example, it is possible to use "placeholder" items on your Master page (which have no content) and then add unique content to those items on the individual Site page. Doing so will uncheck the Use Master Content option in the Inspector, but the Use Master Settings will remain checked. This will mean that the content Master link has been broken (so editing the content on the Master page will have no effect on the content of the Master item on the Site page) but any changes made to settings of the Master item on the Master page will still take effect on the item on the Site page (such as changing its position, editing the background color, etc).

It is important to note, however, that checking any unchecked Use Master... options in the Inspector will make the item revert back to the settings, content, etc., used by the page/Master item on the Master page.

Like with many things in Freeway, how you choose to work is up to you—some people find this way of working as a time-saving feature, whereas others consider it confusing. It's up to you to decide how you prefer to work.



Important note on using Freeway's Reapply Master option

There may be times (though hopefully not too often) when you may consider using the **Reapply Master** option in the **Page** menu. However, you need to be aware that this can often result in many duplicate items being used on your pages.

If you have any Master items used on your Site pages which have one or more **Use Master...** options unchecked, going to **Page>Reapply Master** will place a duplicate item on the Site page (in exactly the same position as that item is used on the Master page) because one or more Master links have been broken. Any items which have all **Use Master...** options selected will not be affected. Rather than use Reapply Master, we recommend you re-check the Use Master... options for each affected item in turn so it reverts to its original settings used on the Master page.

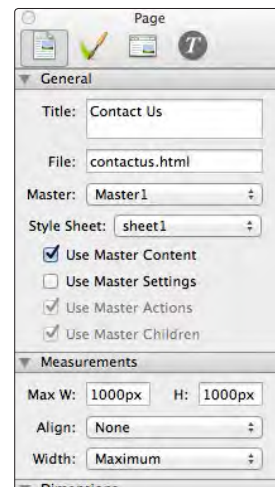
Modifying Site pages

Pages can be given a different title, have a different master applied to them or have a new background color or a background image applied to them. You can also specify what the filename of the HTML file created will be. Page modifications like this are usually made in the **Site panel** or in the **Inspector palette**, using the **Page General** panel and the **Page Appearance** panel. Click on a clear part of the page or pasteboard to ensure no items are selected. While the **Page** panel allows you to set the title, file name, dimensions, and so on of your current page, the **Page Appearance** panel deals with the background color and images, as well as the colors of your hyperlinks.

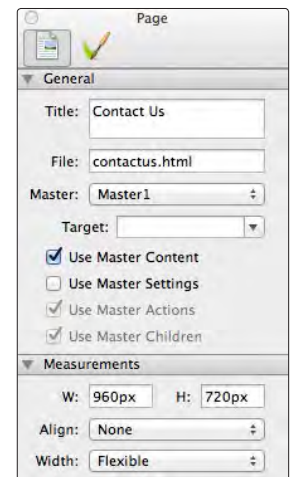
Changing the title of a page in the Inspector palette

To change the title of the current page using the **Inspector palette**:

1. Click on the page or pasteboard to deactivate any selection and display the **Page General** panel in the **Inspector palette**.
2. Highlight the text in the **Title** field and enter the new title.
3. Press **Return** or click back onto the page to confirm the new title.



Freeway Pro

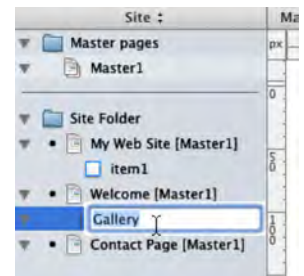


Freeway Express

Changing the title of a page in the Site panel

1. Hold down the **Alt** key as you click on the title of the page in the **Site panel**.
2. The existing title is shown highlighted for you to overwrite. Enter the new title.
3. Press **Return** or click back onto the page to confirm the new title. Freeway renames the page, changing the title displayed in the **Site panel**.

Note: Freeway automatically changes the file name for the HTML page to match the title unless the file name is already distinct, as described in Page title and file name on page 25. Freeway automatically manages hyperlinks in your site during such changes.



Applying a background color to the browser window background or page background

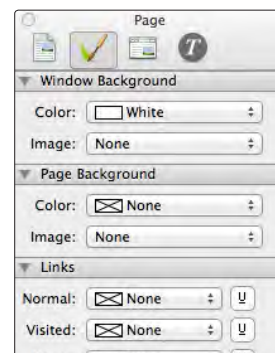
It is very important to note that Freeway Pro offers two different background colors for a page—the Window Background and the Page Background—whereas Freeway Express only lets you apply a single background color, which is the Window Background.

Applying a Window background color

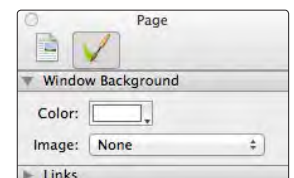
The Window Background color (or image) is what you will see in the background of the browser window. Note that this is the complete area of the browser window and not the page area defined in the Freeway file.

In Freeway Pro you can choose to use a different color or image for the background of the page area (see next section)—so the page area and the browser background can be different.

By default, Freeway creates pages that will display in the browser with a white background. To change the background color for the current browser window background, choose a color in the **Color** popup in the **Window Background** panel of the Inspector's **Paintbrush tab** when the page (or nothing) is selected.



Freeway Pro



Freeway Express

Applying a Page background color (Pro-only)

As mentioned above, Express does not have a specific option in the Inspector for creating a page area background color. Pro, however, has an additional panel in the Inspector's Paintbrush tab which allows you to choose a color or background image to fill the page area of your Freeway file.

To change the background color for the current browser window background, choose a color in the **Color** popup in the **Page Background** panel of the Inspector's **Paintbrush** tab when the page (or nothing) is selected.



Picking a page background color in Freeway Pro (left) and Express (right).

Note: For Express users, the only way to set up different colors for the page area and the browser background is to set the Window Color first and then draw a large HTML item on the page, apply the different color and then make it the full size of the page area. After that you need to draw items on top of the HTML background item so that they are "child" items, embedded inside the parent HTML background item.

Applying a background image to the browser window background or page background

Instead of choosing a solid color for the browser window or page background, you can select an image to be used as a background.

Just as with applying a color, Freeway Pro gives you the option of applying a different background image to the browser window background and the page area background—but in Freeway Express there is only an option to apply a background image to the browser window background.

The image you select will normally be tiled to fill the entire window of the browser, starting from the top left-hand corner of the browser window, but you can change the default position and tiling behavior in the **Inspector palette**.

Background images may be in any graphic format that Freeway can read. Images that are in a web format (GIF, JPEG, or PNG), are exported unchanged in their original format (as pass-through images), unless they are sliced (see below). Other images are converted to an appropriate web format.

To apply a background image to the current page, you can either:

1. Drag and drop an image from the Finder or another application onto an empty area of the page while holding the **Shift** key down.

Or:

1. Click on the page or pasteboard to deactivate any other selection. The **Page General** panel should be shown in the **Inspector palette**.
2. Change to the **Page Appearance** panel.
3. From the **Image** popup menu in the **Window Background** panel, choose **Select...** and then locate the image you want as the background.
4. Click **Open**. Freeway applies the image to the page as a tiled background. To remove a page background image, choose **None** from the **Image** popup menu.



Hold the **Shift** key as you drag in a suitable graphic to make a page background.

Tiling the background image

Once a background image has been added to a page, the **Inspector palette** shows options you can use to control how the image is positioned on the page and whether it is tiled or not. By default the imported image will be positioned **Left** for **Horizontal** and **Top** for **Vertical** tiled and the image will be repeated across and down the page because the **Horizontal** and **Vertical** defaults are set to **Tile**, which will fill the page with the selected image in both directions.

In our example, the background image (shown in the screenshot on the right) is a small block of orange and white about 4px wide by 100px deep, which is shown below on a grey background:

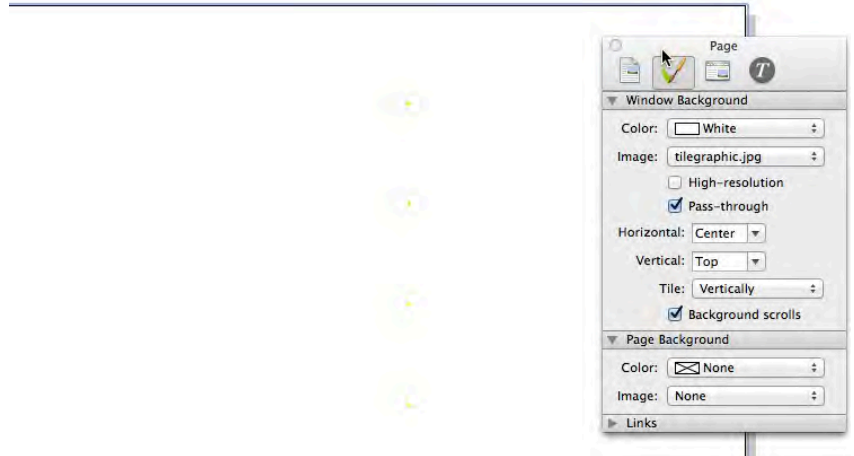
Importing the background graphic by using the default settings will give the effect of a striped background when using the tile graphic shown below.



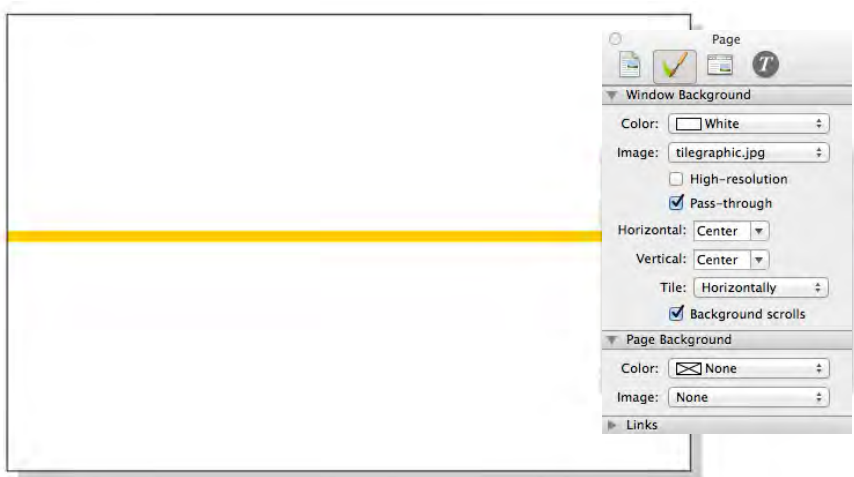
Note: With the **Tile** option switched off, Freeway Pro users can enter specific pixel values in the **Horizontal** and/or **Vertical** fields to offset the background image. If the **Tile** option is switched on, the offset values will only apply to the initial image (i.e., all subsequent repeat images will simply fill the background as normal).

If you want an image which is centered in a browser but has space at the top of the page, use **Center** for **Horizontal** and enter a specific value (such as 50px) in the **Vertical** field.

By setting the **Horizontal** popup to **Center**, the **Vertical** popup to **Top** and the **Tile** to **Vertically**, the orange/yellow squares will be centered within the width of the browser window:



By setting the **Horizontal** and **Vertical** to **Center** and **Tile** to **Horizontally** the background graphic displays as a single stripe across the center of the page:



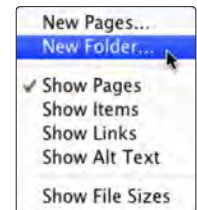
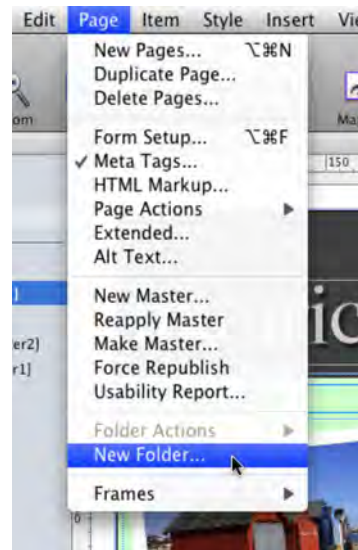
The **Background scrolls** checkbox, checked by default, lets you set whether the background moves with the page as the browser window is scrolled up or down. Turning off this option will fix the background in the browser window.

Working with page folders

When creating a web site, if there is to be a large number of pages, you may wish to divide the site using subfolders to keep related pages together, as in a filing cabinet. You can add folders to your document in Freeway and when the site is published, the folder structure you defined will be reproduced within the site folder you specified for the document.

Creating a new folder

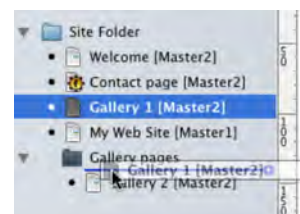
You create a new folder by choosing **New Folder...** from either the **Page** menu or the **Site panel** menu, or by **Control**-clicking in the **Site panel** and choosing **New Folder...** from the contextual menu.



Creating a new folder from the **Page menu** (left) or by using the contextual menu in the **Site panel**.

Moving folders and pages into subfolders

You can drag either pages or folders into folders you have created in a document. To do this, you need to select the page or folder you wish to move in the **Site panel**, then drag down and to the right of the folder you want to move it into. When you let go, the item should be shown indented one level to the right of its parent folder—if not, drag it to the right again.

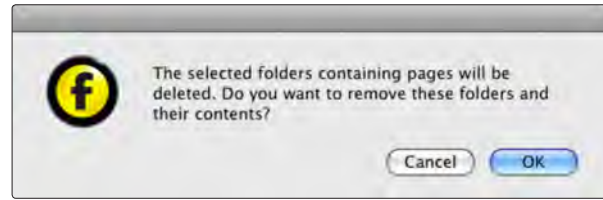


Dragging a folder in the **Site panel**. Note the blue "line-and-ring" marker to show where the folder will be positioned.

Deleting folders

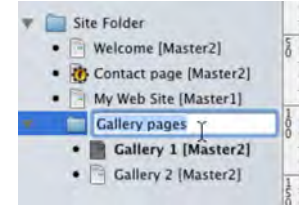
To delete a folder, select it in the **Site panel** and either press the **Delete** or **Backspace** key or click on the  button at the bottom of the **Site panel** or choose **Delete** from the **Edit** menu. Click **OK** in the confirmation dialog. You can also delete a folder by **Control-clicking** on it and choosing **Delete...** from the contextual menu.

Important: Deleting a folder will also delete any pages and their content in the folder. If you wish to keep any of the pages, drag them out of the folder in the **Site panel**, or copy their content to a new page before deleting the folder.



Renaming folders

To rename a folder, **Alt-click** on the name of the folder in the **Site panel**.



Color labels

You can use colors to label pages, folders, and items in the **Site panel**, in a similar way to using color labels in the Finder.

To set a color label:

1. **Control-click** on an item, page, or folder in the **Site panel**.
2. Select a color label from the contextual menu.

You can change the names of color labels in the **Preferences** dialog.

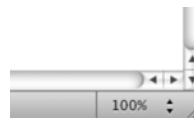
Viewing the page at different magnifications

To look at a page in more or less detail, you can enlarge or reduce the magnification at which the page is viewed.

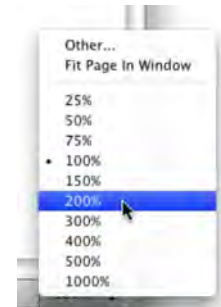
There are several ways of doing this: using the popup **Zoom** menu at the bottom right of the document window, using the **Zoom tool** or selecting a preset magnification from the **View** menu.

Take care while viewing the page at different magnifications, as Freeway's representation of how things will look in a web browser is only valid at 100% zoom. You can zoom in up to a maximum magnification of 1600% or out to a minimum of 5%.

When you click on the popup **Zoom** menu at the lower right of the document window, you'll see a list of magnifications to choose from. You can also type in a custom magnification by choosing **Other...** from the popup menu or automatically select a zoom that reveals the entire page in the window by choosing **Fit Page In Window**.



*Preset options available from the popup **Zoom** menu in the bottom right of the document window.*



Changing the view magnification using the Zoom tool



You can use the **Zoom tool** from the **Toolbar** or **Tools palette** (Freeway Pro only) to magnify or reduce the view of the page. You can either click or drag with the **Zoom tool**. Clicking on the page with the **Zoom tool** increases the magnification in increments of 25%, while **Alt-clicking** with the **Zoom tool** reduces the magnification by the same amount. Also useful is the ability to define a rectangular marquee by clicking and dragging diagonally with the **Zoom tool**, which zooms in on that selected area.



*Defining a rectangular marquee by clicking and dragging with the **Zoom tool**.*

While working with the **Zoom tool**, press the **Command** key to temporarily toggle to the **Selection tool**.

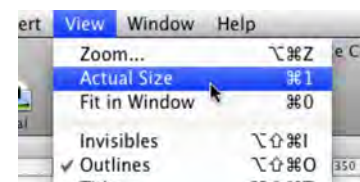
Zooming in or out while using another tool

To work with the **Zoom tool** while using another tool, press **Shift-Control** to zoom in and **Shift-Alt-Control** to zoom out. Then click to zoom in or out in increments of 25% or drag to zoom in on a defined area.

Zooming to a preset view size from the View menu

You can choose two view sizes directly from the **View** menu:

- Choosing **Actual Size** displays the document at 100% (keyboard shortcut: **Command-f**).
- Choosing **Fit in Window** scales the view up or down to fit a page to the current window area (keyboard shortcut: **Command-zero**).



To quickly restore the view to 100%, just double-click on the **Zoom tool** in the **Toolbar**. (This does not work with the **Tools palette Zoom tool**.)

You can also call up the **Zoom** dialog from the **View** menu.

You can enter any percentage zoom between the minimum and maximum numbers, or you can nudge the current zoom level up or down using the arrow buttons. Click the **OK** button to accept the new zoom level.



Working with multiple windows

You can have multiple windows open for different documents or (in Freeway Pro) showing different views of the same document simultaneously. Any changes you make in one window are shown in all open windows.

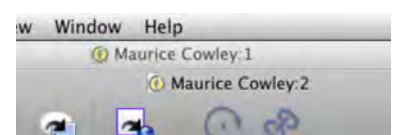
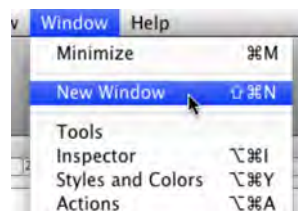
By creating additional windows and stacking or tiling them, you can view the document in both close up and at a distance, or you can view a page and its master page at the same time.

Working with multiple documents

You can work with two or more documents at once by opening another document without closing the first one.

Displaying multiple views of the same document FW Pro only

To display a new window choose **New Window** from the **Window** menu. Freeway opens a new window on top of the original one, displaying the document in the same magnification. The first window has "1" appended to the document name in the title bar. The new window has the same document name, with the number "2" appended and so on.



By choosing **New Window** (left) a new title bar is appended to the top of the Freeway window (above).

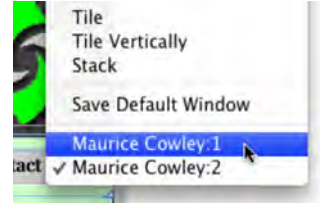
Note: The **New Window** option is not available in Freeway Express.

You can move and resize windows in the normal way to display two or more views of the document simultaneously.

Switching between windows

Open windows are listed on the **Window** menu and you can change between them by choosing the name of the window you wish to become active from the list.

Note: You can also cycle through open document windows in Freeway by typing **Command-'** (Command-singlequote).



Closing a window

To close a window:

1. Make a window active by clicking in it.
2. Choose **Close** from the **File** menu or click on the close button in the top left-hand corner of the document window. Freeway closes the window. If this is the only open window for the document and changes have been made, a warning message asks if you want to save the changes. Choose **Save** or **Cancel**, as appropriate.

Tiling windows

There are two tiling options available in the **Window** menu, both of which arrange any open windows to fill the screen. **Tile** arranges windows horizontally so that two windows will be positioned one above the other, while **Tile Vertically** arranges windows so that two windows will appear side by side. If you add a new window, the tiled windows will be obscured. Choose **Tile** or **Tile Vertically** from the **Window** menu again to rearrange the windows.



Stacking windows

When you choose **Stack** from the **Window** menu, Freeway places the open windows on top of each other but slightly offset. You can select a window from the stack by clicking on its edge. The selected window is then brought to the top of the stack and becomes active.

Save Default Window

Choosing **Save Default Window** from the **Window** menu saves the currently open document's window dimensions and position so that all new documents you create open with the same relative window size and position.

Rulers, guides, and grids

To help you produce consistent layouts and align items accurately, Freeway provides various rulers, guides, and grids:

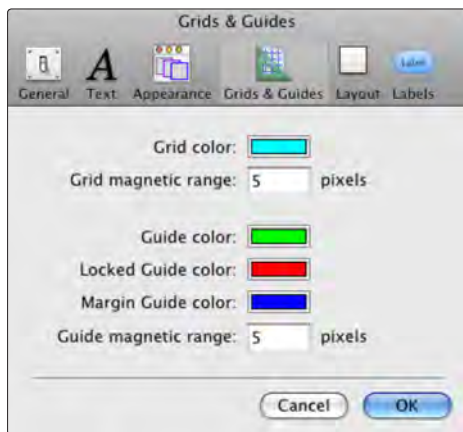
1. Rulers along the top and left-hand edges of a window reflect the vertical and horizontal offset of your items.
2. Ruler guides are vertical and horizontal lines that you use to align items accurately.
3. Vertical and horizontal grids consist of repeating lines occurring at a specified interval. **FW Pro only**
4. Margin guides can be used to control a consistent top and left inset for items on your pages. **FW Pro only**

Rulers are not shown while working with a frame layout in order to provide a more accurate preview of how the window will look.

Changing the color of guides, grids, and margins

The default color for ruler guides is light green (red for locked guides), and the default color for grid lines is light blue. You can change the default colors for these if you want:

1. Choose **Preferences...** from the **Freeway** menu.
2. Click on the **Grids & Guides** button in Freeway Pro, or the **Guides** button in Freeway Express.
3. Click on the appropriate color selector button to display the **Color Picker** and select another color.
4. Click **OK** to confirm the color and then click **OK** to confirm the dialog and return to the document.



Grids & Guides preferences in Freeway Pro.



Guides preferences in Freeway Express.

Rulers

Rulers along the top and left-hand side of the page view give you an indication of the position of items on a page with respect to the ruler origin. Initially, the ruler origin is aligned with the top left corner of the page. When working in a particular area of the page though, you may wish to move the ruler origin to work more conveniently.

The ruler display varies with the selection on the page. For example, with an item selected, the horizontal ruler reflects the standard origin but with the text cursor in a box, the horizontal ruler reflects the text margins of the item.

Hiding and displaying rulers

You can display or hide the rulers along the top and left-hand side of the screen. Rulers are displayed by default when you open a new document.

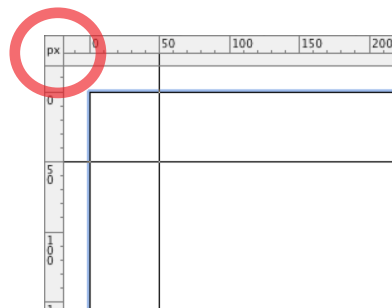
Choose **Hide Rulers** from the **View** menu to remove the rulers from the window and increase the visible working area. Choose **Show Rulers** to display the rulers. The keyboard combination **Command-Alt-r** toggles the ruler view on and off.

Setting the ruler origin

You can alter the origin of the ruler measurements by repositioning the zero point (the ruler origin). This affects the entire document, not just the page on which you're working. The current positioning of items on the page is not affected by changes to the ruler origin.

To set the ruler origin, ensure the rulers are visible and then:

1. Move the pointer over the ruler origin area at the top left corner of the window, where the horizontal and vertical rulers intersect.
2. Hold down the mouse button and drag the pointer onto the page. A long crosshair shows the position of the new ruler origin.
3. Release the mouse at the new origin.



The ruler origin, circled, is the point where the top and left rulers meet. Dragging from the origin point into the page repositions the zero point.

The new origin point will show in the horizontal and vertical rulers marked with a zero.

Resetting the ruler origin

To reset the ruler origin to the top left corner of the page when finished, simply double-click on the ruler origin area at the top left corner of the window.

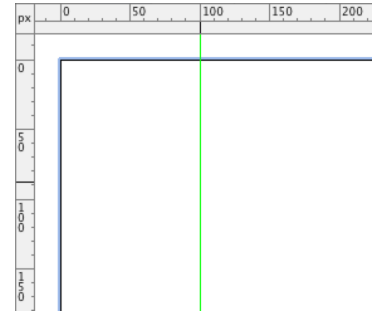
Ruler guides

Freeway allows you to set up non-publishing guides to help you position items when laying out a page. These lines can be visible or hidden as you work but they are not published to your web pages. You can make objects snap into alignment with ruler guides.

Placing a ruler guide

To place a ruler guide on a page:

1. Make sure that the rulers are visible along the top and left-hand edges of the window. If they are not, choose **Show Rulers** from the **View** menu.
2. Make sure guides are visible. If they are not, choose **Guides** from the **View** menu.
3. To place a vertical guide, point at the vertical ruler along the left-hand edge of the page area, hold the mouse button down and drag the pointer onto the page. To place a horizontal guide, point at the horizontal ruler along the top edge of the page area, hold the mouse button down and drag the pointer onto the page. A solid black line in the ruler indicates the current position of the guide as you drag.
4. When you reach the position you want, release the mouse button to place the guide.



Creating guides FW Pro only

The **Create Guides** dialog allows you to set guides for a page, and automatically calculates the correct widths and heights for layouts with a fixed number of columns or rows, with or without a gutter.

1. Choose **Create Guides...** from the **Page** menu.
2. Specify the number of rows and columns you want.
3. Select the **From Margins** checkbox if you want guide positions to be relative to page margins.
4. Enter values for row or column gutters if required.
5. Click **OK** to confirm your changes.

Freeway automatically updates the page display to show guides as they are created. If you cancel the dialog, any guides that have been created in this way will be removed.

Moving a ruler guide with the mouse

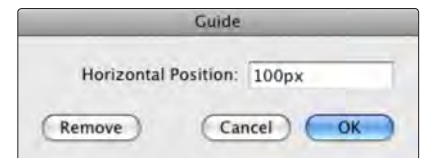
Use the **Selection tool** to drag the guide to the new position, then release the mouse.

When you try to move a guide, you may select a nearby item or rule instead. If this happens, try dragging from somewhere else along the guide first.

If you want to drag a guide to a new part of the page and have the view scroll to follow it, hold down the **Shift** key as you drag.

Repositioning ruler guides numerically

Double-click on an existing ruler guide to display the **Guide** dialog box. Type in a new value for the position of the guide relative to the ruler origin and click **OK**. There is no need to enter “px” in the text field as Freeway will automatically add the measurement when the **OK** button is clicked.



Removing a ruler guide

To remove a ruler guide from a page, use the **Selection tool** to drag the guide off the page in any direction. Alternatively, double-click on the ruler guide to display the **Guide** dialog box, and click on the **Remove** button.

To remove all guides from a page (in Freeway Pro), choose **Remove Guides** from the **Page** menu.

Snapping to guides

You can make guides “magnetic”, so that when you move items within a certain distance of a guide or gridline, they snap into alignment.

Snapping to guides is on by default, but you can turn it off if necessary by deselecting **Snap to Guides** from the **View** menu.

Altering the magnetic range of guides and grids FW Pro only

The magnetic distance is set to 5 pixels by default for both guides and grids but can be changed using the **Preferences** dialog box:

1. Choose **Preferences...** from the application menu.
2. Click on the **Grids & Guides** button.
3. Enter a value in pixels in the **Magnetic** range text box in either the **Guides** section or the **Grids** section.
4. Click **OK**.

Hiding and displaying guides and grids

You might find it useful to hide the guides and grid lines while you're working on a document. To do this, choose **Guides** from the **View** menu.

The non-publishing guides are then hidden from view throughout the document. However, guides and grid lines are still magnetic, even when they are hidden.

To display guides and grids again, choose **Guides** from the **View** menu once more.

Displaying guides and grids above or below other elements

You can display guides and grid lines above or below the other elements on a page.

To change the display position of the ruler guides, choose **Guides Above** from the **View** menu.

Locking guides on the page

To lock guides on the page to prevent accidentally moving them as you work, select **Lock Guides** in the **View** menu. All horizontal and vertical ruler guides will be locked throughout the Freeway document.

To unlock all guides again, deselect **Lock Guides** in the **View** menu.

Freeway uses different colors (that can be set in the **Preferences** dialog) to distinguish between locked and unlocked guides. Guides that are set on a master page are always locked on site pages.

Margins and grids FW Pro only

To help you position items and rulers consistently, you can set up horizontal and vertical grids of regularly spaced guides.

When applying grids, you can specify a start and end point as an offset from either the margins or from the edge of the page.

Setting margins FW Pro only

You can define margins for pages in your document using the **Margins and Grids** dialog. This can help you position items consistently between pages. Margins can be set on any page or on a master page. To set up margins:

1. Choose **Margins and Grids...** from the **Page** menu.
2. Enter the values you desire for the top, left, right and bottom margins, and click **OK**. Setting any value to "0px" removes that margin.

Setting horizontal and vertical grids

To apply a horizontal or vertical grid:

1. Choose **Margins and Grids...** from the **Page** menu.
2. Turn on the type of grid(s) you want to apply (**Vertical** and/or **Horizontal**) using the relevant checkboxes.
3. Specify the width of the grids in the appropriate fields.
4. Select **From Top Margin** and/or **From Left Margin** if you want your grids to be defined relative to the page margins.
5. Click **OK** if you're happy with the settings. The grids you specify are placed over the page.

Note: If the new grid doesn't appear, check that Freeway is set to show grids. Use the **Guides** command on the **View** menu to toggle the display of the grid.

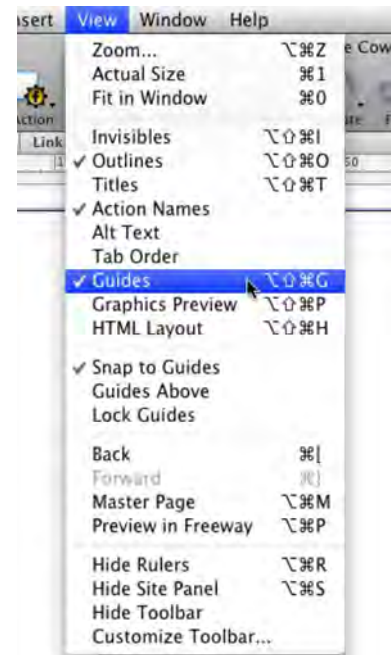
Removing grids and margins

To remove existing grids and margins:

1. Choose **Margins and Grids...** from the **Page** menu.
2. Click the **Clear Settings** button.
3. Click **OK**.

To restore the margins and grids to those defined on the master page, click on the **Use Master Settings** button.

The **Margins and Grids** dialog automatically updates the current page as you make changes. If you click the **Cancel** button any changes to the margins or grids that have been made whilst the dialog is open will be discarded.



Working with Items

This chapter assumes you are already familiar with the basic functions of the various tools and palettes available to you in Freeway Pro.

Important: Freeway Express does not support CSS items. However, “blue outline” HTML items referred to in this chapter have the same functionality in both the Express and Pro versions of Freeway.

Note: For more information on creating items, and manipulating them and their contents, see Working with graphics on page 92.

Types of items

Elements created on your Freeway pages are known as “items”. To create items, use the drawing tools in the **Toolbar** or **Tools palette** (Freeway Pro only) or choose commands from the **Insert** menu.

Independent and inflow items

Independent items have a position relative to the page or to a parent item—in contrast to inflow items, which are placed within a flow of text and/or other items. Inflow items do not have an independent position—their location on the page or within an item is determined by where they are in the flow. Some types of inflow item can stand on the same line as text and other items, in which case they are known as inline items.

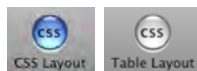
Freeway distinguishes independent items from inflow items by drawing triangular corner mounts on the item’s outline.

Child items

Freeway allows items to be placed directly on the page or within other items. Items that are within another item are known as child items. The containing item is the parent of a child item. In one sense, every item is a child item, since every item is ultimately a descendent of the page itself. However, Freeway distinguishes between items that are children of other items and items that are directly on the page.

Independent (non-inflow) child items are positioned in much the same way as top-level items on the page, except that all the position/dimension settings are relative to the parent item rather than the page—when a parent item is moved or deleted, child items are moved or deleted with it.

A child item may also be the parent of other child items. Most types of items can be parents (and contain other items), but there are exceptions—including map areas, and some types of Action items.



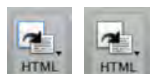
CSS and table-positioned items FW Pro only

Freeway Pro distinguishes between CSS items, which are positioned using CSS, and non-CSS items, which are positioned using tables. In Freeway, CSS items have a green outline (and/or green triangular corner mounts) while non-CSS items have a blue outline (and/or blue corner mounts). Freeway creates CSS items when you have the **CSS Layout** button turned on in the **Toolbar**. Otherwise it creates table-positioned items—except in the case of inflow layout (inflow items are a type of CSS item, except on HTML 3.2 pages).

Independent CSS items are known as layers. These have a fixed position on the page or within another item—in contrast to inflow items, which are positioned within a flow of text and/or other items.

Layer items are available only when the HTML level of your page has been set to 4.01 or higher. Existing table-positioned graphic and HTML items become layer items when their “Layer” option is set in the **Inspector palette**. New CSS (layer or inflow) items are created when the **CSS Layout** button in the **Toolbar** is active.

Important: Freeway Express does not support CSS layer items, and has limited support for inflow layout.



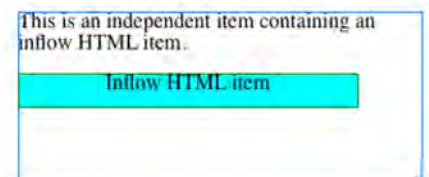
HTML items

HTML items are shown with a blue outline (table layout) or green outline (CSS layout). The contents of an HTML item are output to the web using standard HTML tags. Graphics that are imported in HTML boxes are published in their original form and cannot be resized or modified within Freeway. HTML items may contain text, images in GIF, JPEG, or PNG format, or multimedia content. Additional types of HTML items include form controls, tables, Action items, and others.

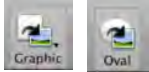
Note: The default box colors (blue for table-positioned items and green for CSS items) can be changed in the Preferences dialog.



The Freeway Pro **Tools palette** duplicates the tools available from the main **Toolbar**. It enables the **Toolbar** to be hidden so that more space is available for the document you are working on.



You will read later in this manual that some HTML items offer new HTML5 functionality that was not supported in Freeway prior to Freeway 6. These new features include Section Elements (see below) and additional functionality for forms, such as validation, placeholder text, etc., which is covered in detail in the Working with Forms section of this manual.



Graphic items

Graphic items are shown with a gray outline; they can be either table positioned or CSS positioned. CSS graphic items have green triangular corner mounts to help differentiate them from table-positioned items. Graphic items can contain text or images in GIF, JPEG, PNG, TIFF, Photoshop, PICT, BMP, EPS, PDF, or Illustrator format.

Freeway can also import any other graphic format supported by QuickTime. The contents of graphic items are processed for output to the web as 72ppi graphics in GIF, JPEG, or PNG format.

Note: Freeway Express supports a smaller range of graphic types: GIF, JPEG, PNG, and PICT. Graphic items drawn in Freeway Express have the same functionality as non-CSS layer items drawn in Freeway Pro.



Map area items

Map area items are shown with a purple outline. These items indicate the area of a hyperlink “hotspot” over an item. Unlike HTML items and graphic items, map areas do not hold any content of their own. (For more information on map area items, see *Image maps* on page 118.)

HTML5 Section Elements FW Pro only

Freeway supports the following HTML5 section elements: Address, Article, Aside, Footer, Header, Nav, Section (as well as the generic div element, referred to as HTML).

Users can choose an element type from the **Type** popup of the **Item Export** panel (when the page level is set to HTML5 or XHTML5). If a page is changed from (X)HTML5 to a lower level, HTML5 section items are changed to generic HTML items.

HTML5 section elements are not required, but can provide useful hints about your page to screen readers, search engines, and syndicators. The following advice on using HTML5 section elements is taken from the official HTML5 documentation (some minor edits have been made):

Div Element

Generic CSS HTML boxes – layers and inflow items – are output as div elements in Freeway. Items will be output as divs if HTML is selected as the Type in the Item Output Settings of the Inspector palette.

Divs have no special meaning at all. They should only be used when no other element is suitable. Use of more appropriate elements instead of the div element leads to better accessibility for readers and easier maintainability for authors.

For example, a blog post would be marked up using article, a chapter using section, a page’s navigation using nav, and a group of form controls using fieldset.

Section Element

The section element represents a generic section of a document or application. A section, in this context, is a thematic grouping of content, typically with a heading.

Examples of sections would be chapters, the various tabbed pages in a tabbed dialog box, or the numbered sections of a thesis. A Web site’s home page could be split into sections for an introduction, news items, and contact information.

The section element is not a generic container element. When an element is needed only for styling purposes or as a convenience for scripting, authors are encouraged to use the div element instead. A general rule is that the section element is appropriate only if the element’s contents would be listed explicitly in the document’s outline.

Nav Element

The nav element represents a section of a page that links to other pages or to parts within the page: a section with navigation links.

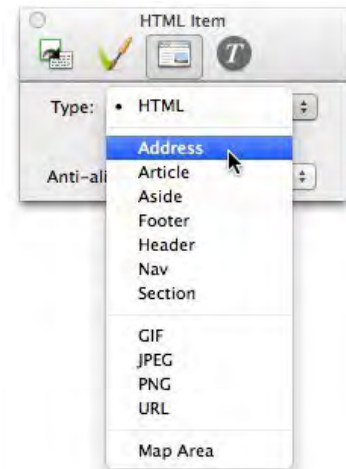
Not all groups of links on a page need to be in a nav element – the element is primarily intended for sections that consist of major navigation blocks. In particular, it is common for footers to have a short list of links to various pages of a site, such as the terms of service, the home page, and a copyright page. The footer element alone is sufficient for such cases; while a nav element can be used in such cases, it is usually unnecessary.

Article Element

The article element represents a self-contained composition in a document, page, application, or site and that is, in principle, independently distributable or reusable, e.g. in syndication. This could be a forum post, a magazine or newspaper article, a blog entry, a user-submitted comment, an interactive widget or gadget, or any other independent item of content.

Aside Element

The aside element represents a section of a page that consists of content that is tangentially related to the content around the aside element, and which could be considered separate from that content. Such sections are often represented as sidebars in printed typography.



The element can be used for typographical effects like pull quotes or sidebars, for advertising, for groups of nav elements, and for other content that is considered separate from the main content of the page.

Header Element

The header element represents a group of introductory or navigational aids.

A header element is intended to usually contain the section's heading (an h1-h6 element or an hgroup element), but this is not required. The header element can also be used to wrap a section's table of contents, a search form, or any relevant logos.

Footer Element

The footer element represents a footer for the page or section. A footer typically contains information about its section such as who wrote it, links to related documents, copyright data, and the like.

When the footer element contains entire sections, they represent appendices, indexes, long colophons, verbose license agreements, and other such content.

Contact information for the author or editor of a section belongs in an address element, possibly itself inside a footer. Bylines and other information that could be suitable for both a header or a footer can be placed in either (or neither). The primary purpose of these elements is merely to help the author write self-explanatory markup that is easy to maintain and style; they are not intended to impose specific structures on authors.

Footers don't necessarily have to appear at the end of a section, though they usually do.

Address Element

The address element represents the contact information for an article or the page.

The address element must not be used to represent arbitrary addresses (e.g. postal addresses), unless those addresses are in fact the relevant contact information for an article or the page. The p element is the appropriate element for marking up postal addresses in general.

The address element must not contain information other than contact information.

This is the only HTML5 section element which will affect the look of the text used inside it. Text in the Address Element will display as italic.

Creating items

Items are usually created by drawing a box on the page. Freeway's **Toolbar** and **Tools palette** contain a selection of drawing tools that can be used to sketch HTML boxes, graphic boxes, tables, and form controls. You can also create items by using commands in the **Insert** menu.

Freeway's box-drawing tools

There are four box-drawing tools in Freeway: two **Rectangle** tools, an **Oval** tool, and a **Path** tool for creating items that consist of polygons or bezier curves.



Items that are drawn with the main box tools default either to HTML boxes (with a blue or green outline) or GIF boxes (with a gray outline). The output type can be changed in **Item Output** panel of the **Inspector palette**. The output type of an item determines how its content is reproduced in a web browser when the site is published. The six main output types are: HTML, GIF, JPEG, PNG, URL, and Map Area.

To access the **Path tool** from Freeway's default toolbar, click and hold on the **Graphic** box drawing toolbar item and select the Path tool from the menu.

If you later wish to change the output type of an item in Freeway, simply select the item, switch to the **Item Output** panel in the **Inspector palette** and choose a different output format. The output type might also change automatically when a graphic or other content is imported.

When you want a box to hold text

The contents of a box drawn to hold text can be published either as HTML text, or as a graphic. You normally make this decision when you draw the box—Freeway offers the ability to draw HTML text boxes or graphic text boxes with the individual drawing tools. Graphic boxes holding text can be any shape you choose, but HTML text boxes can only be rectangular.

When you want a box to hold an image

An image can be imported into any empty HTML or graphic box. Images imported into empty HTML boxes are output by default as "pass-through graphics" (see *Pass-through graphics* on page 105) and are not processed by Freeway. In this case, the imported graphic should be in a web-ready format (GIF, JPEG, or PNG). By contrast, images imported into graphic boxes are processed by Freeway and may be of any format supported by Freeway.

When you want a plain filled box

You can create an empty box and give it a fill color. A filled box can be output either as HTML or as a graphic. HTML items add less to the overall page file size and are therefore marginally quicker to download. HTML items can also be made flexible.

When you want a box to reference existing web content

Items intended to hold external content referenced from the web (when the page is viewed in a browser) are called *URL items*. URL items can be given one of two URL output types: *Image* or *HTML*. Any empty HTML or graphic item can be made into a URL item by setting its type in the **Item Output** panel of the **Inspector palette**. URL items are useful for embedding a reference on your page to counters, Server Side Includes, and other types of content.

Drawing items

Drawing a rectangular box

1. Select the HTML or graphic box-drawing tool.
2. Position the pointer where you want one corner of the box to begin.
3. Click and drag diagonally. You can drag left or right to draw the box.
4. Release the mouse button when the box is the right size.



The newly drawn box will be selected, with visible “handles” for resizing, and will display a non-publishing blue, green, or gray outline. If you want to hide the box outline at any point for a more realistic preview of how the page will look, deselect **Outlines** from the **View** menu.

Drawing an oval graphic box

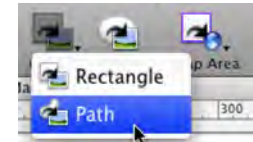
1. Select the **Oval** box-drawing tool.
2. Position the pointer over the page where you want one corner of the box to begin.
3. Click and drag diagonally. You can drag left or right to draw the box.
4. Release the mouse button when the box is the right size.



Drawing a polygonal graphic box

To create a straight-sided or polygonal box by positioning corner points with the **Path** tool:

1. Click and hold the mouse button on the **Rectangle** tool to show the menu, and choose the **Path** tool.
2. Position the cursor where you want to start drawing the box and click once.
3. Place the cursor where you want to create the second corner point and click again. Repeat until you have drawn the desired shape.
4. To complete the box, place the cursor over the initial point and click—the cursor displays a closed circle when you are over the starting point to show that you are closing the shape. You may also double-click at any point to finish drawing the object and leave it open.

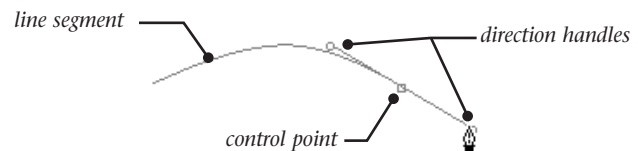


Note: If you want to draw a regular polygon shape or a star with a specified number of points, you can do so by using the **Fill Master Action** (see the KnowledgeBase article at <http://www.softpress.com/kb/questions/355/>)

Drawing a curved graphic box

To create a box using curve points, drag the **Path** tool as you click to position the next point:

1. Select the **Path** tool as described in the previous section.
2. Position the cursor where you want to start drawing the box.
3. Click on the page and hold down the mouse button.
4. Drag the pointer to make direction handles that will determine the curvature of the line segment through the point you’re drawing. Release the mouse button to create a curved path.
5. Continue clicking and dragging to complete the shape.
6. Click on the first point in the path to complete the box.



Note: You can draw an item with both curves and straight lines.

Modifying the operation of box-drawing tools

You can change the way Freeway’s box-drawing tools work by using different keyboard modifiers.

Keeping a drawing tool selected to create additional items

Usually, when you’ve finished drawing an item, the currently active tool in the **Toolbar** or **Tools palette** reverts automatically to the **Selection** tool. If you want to draw more than one box of the same type without having to reselect the box-drawing tool each time, hold down the **Alt** key as you select the tool. When you do this, the tool is shown selected in a panel that matches your system highlight color and remains selected until you choose another tool.

Drawing a box from its center point

Boxes are normally drawn diagonally from corner to corner—however, there are occasions when you want to draw the box outward from a center point.

To start drawing from the center point of the box, hold down the **Alt** key after you have started to drag the mouse to define your box and keep it held down until you release the mouse button.

Note: If you press the **Alt** key before beginning to draw the box, you will activate the **Grabber hand**, which drags the page within the window.

Drawing a square or circular box

To constrain the **Rectangle** or **Oval** drawing tools, hold down **Shift** as you draw a box. The result will be a square or circular box, as appropriate.

Power Tip: Holding **Shift** and **Alt** will draw a constrained square or circular box from its center.

Drawing child items


Items may be drawn directly on the page, or as children of other items. When you are drawing an item as the child of another item, this is indicated by the cursor having a small square around it. Freeway also highlights the prospective parent of a box that is being drawn. If you draw a box within an existing box, Freeway will normally choose that as the box's parent. If you are not drawing the box within another box, Freeway will choose the page as the parent. You can cycle between possible parents by pressing the space bar while a box is being drawn.

Manipulating items

Once you've created an item, you can modify it in many ways. For example, you can change its size and shape, move it, transform it, or change its attributes such as its fill or border color. For more information about manipulating items and their contents, see *Working with graphics* on page 92.

Selecting an item

Before making changes to an item, you must first select it using one of these five methods:

- Click on an item with the **Selection tool**. This is probably the easiest way of selecting an item, so long as you are not currently editing text within the item.
- Hold down the **Command** key and click anywhere on the item.
- Click on the edge of the item using the **Selection tool**.
- **Alt-Command-click** an item to select the item behind another item.
- Click on the item's icon in the **Site panel**, if **Show Items** has been selected in the  menu.

Once an item has been selected, selection handles (tiny black squares) will then appear around the edge of the item.

Parent and child highlight of the selected item

Freeway highlights parent and child items to make it easier to see which items are related. When a child item is selected, Freeway highlights the item's parent using the current highlight color (as set in the **Appearance** panel of **System Preferences**). When a parent item is selected, Freeway highlights the item's children using a secondary highlight color (normally gray).

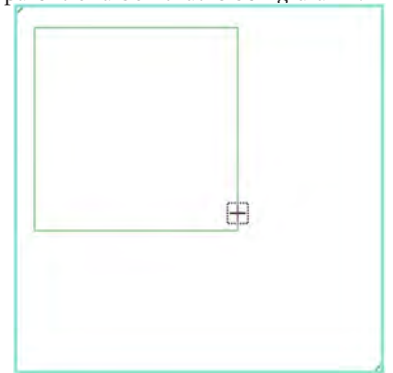
Selecting multiple items

There are six ways of selecting multiple items:

- With the **Selection tool**, **Shift**-click on each item.
- With the **Selection tool**, drag around or through items on the page or pasteboard that you want to select.
- Choose **Select All** from the **Edit** menu. This selects all items on the currently visible page and pasteboard—unless a child item is selected, in which case it selects all items that have the same parent as the selected child.
- **Shift-Alt-Command-click** to select successive items stacked one in front of the other.
- In the **Site panel**, click on the first item, then **Shift**-click on the subsequent items. (This keeps the first box selected while adding others.) By holding the **Command** key you can select items that are not next to each other in the list.
- With combined graphics (where two or more non-layer graphic items are overlapping or touching) **Shift-Alt**-click within the combined item bounds to select all the items.

Deselecting an item

To deselect an item, you can select something else, click on the box again while holding down the **Shift** key, or click on any blank area of the page or pasteboard.



Note: Freeway does not allow you to select multiple items that do not have the same parent.

Deleting an item

To delete an item, select it and press either the **Backspace** or **Delete** key, or choose **Delete** from the **Edit** menu.

Deleting the content of a box

You can delete the content of a box and leave the box itself on your page. If it contains graphic or plug-in content, select the box and choose **Delete Content** from the **Edit** menu. If it contains text, click inside the box, choose **Select All** and then **Delete** from the **Edit** menu.

Displaying and hiding box outlines

You can hide or display the non-printing box outlines, which are displayed by default. To hide or display box outlines, choose **Outlines** from the **View** menu.

Resizing items

You can resize an item using the **Selection** tool by selecting it and then dragging its handles. To specify its size more accurately, use the **Transform** dialog, the **Inspector palette** or keyboard commands.

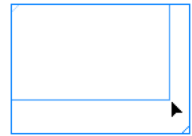
Note: *Freeway Express does not have a Transform dialog.*

To resize an item using the Selection tool

1. Select the item to display the selection handles. As you point at an item handle, the pointer changes shape to a tail-less arrow.
2. Drag one of the handles. The corner handles allow you to resize in any direction while the edge handles allow you to resize only horizontally or vertically.

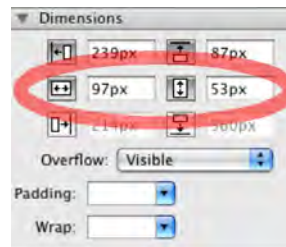
Hold the **Shift** key down while resizing a rectangle or oval to constrain its dimensions to a square or circle.

Hold the **Shift** and **Alt** keys down while resizing to constrain an item to its previous aspect ratio.



To resize an item using the Inspector palette

1. Select the item.
2. In the **Item General** panel of the **Inspector palette**, enter new values in the text fields for width and height, then press the **Return** key to accept the changes.
- 3.



Freeway Pro

To resize an item using keyboard commands

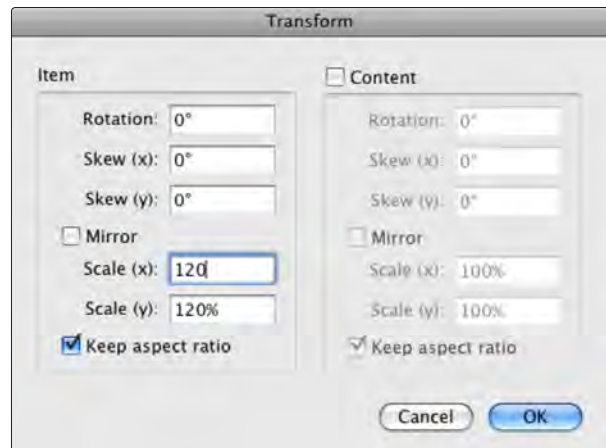
Hold down the **Shift** key on the keyboard as you press the arrow keys to resize the box in 1 pixel increments.

You can change the increment in **Preferences, General** panel, **Arrows Nudge** setting.

To resize an item using the Transform dialog FW Pro only

1. Select the item and choose **Transform...** from the **Item** menu.
2. Enter the new values for the **Scale** percentages and click **OK**. This scales the item and its contents.

Note: *Freeway Express does not have a Transform dialog.*



Height measurement options of table-based HTML items

There are just two different options for HTML items in Freeway Express or table-based (non-layer) items in Freeway Pro.

Minimum Height

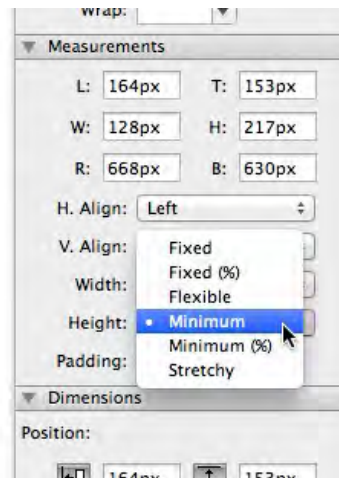
An item with fixed height will always be displayed at the same height even if its contents fall short of the height of the item.

Flexible Height

An item with flexible height will grow and shrink to fit its contents. This is similar to the “Height can shrink” option in earlier versions of Freeway. Flexible-height items will make the item’s box fit the height of its content and the three top and three bottom handles will display in red to give you a visual cue that the item has an undefined height. Note that you cannot change the height of an item with an undefined height by dragging the handles—if you want to change the height of the item you will need to change its height to Minimum.

Height measurement options of layer (CSS) HTML items FW Pro only

There are additional options available for layer (CSS) HTML items in Freeway Pro.



Fixed Height

An item with fixed height will always be displayed at the same height regardless of its contents. If an item has a fixed height of 100px, but the contents are 200px high, the item will be half the height of the content.

Fixed % Height

If the height is a percentage, it will always be displayed at the same percentage height, but that will vary depending on the height of its parent.

Flexible Height

An item with flexible height will grow and shrink to fit its contents. This is similar to the “Height can shrink” option in earlier versions of Freeway. Flexible-height items are displayed with undefined height in the Dimensions section of the Inspector palette.

Minimum Height

An item with minimum height has a flexible height that will not shrink below the value that is set as its minimum height. If the content is added to an item, or the content is increased in size, the item will grow to accommodate the content. If content is removed, or the content is decreased, the item will stop shrinking when it reaches the value entered in the **Minimum Height** field. Minimum heights can be fixed pixels (in which case you should use this option) or percentage based (see below).

Minimum % Height

This setting works in exactly the same way as the Minimum Height option (above), but it is specifically for percentage-based values.

Stretchy Height

An item with stretchy height is defined by its top and bottom offsets, and will grow or shrink as its parent grows or shrinks.

Width measurement options of table-based HTML items

There are just two different options for HTML items in Freeway Express or table-based (non-layer) items in Freeway Pro.

Minimum Width

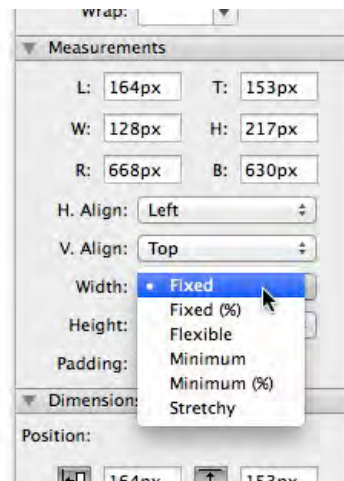
An item with fixed height will always be displayed at the same height even if its contents fall short of the height of the item.

Flexible Width

An item with flexible height will grow and shrink to fit its contents. This is similar to the “Height can shrink” option in earlier versions of Freeway. Flexible-height items will make the item’s box fit the height of its content and the three top and three bottom handles will display in red to give you a visual cue that the item has an undefined height. Note that you cannot change the height of an item with an undefined height by dragging the handles—if you want to change the height of the item you will need to change its height to Minimum.

Width measurement options of layer (CSS) HTML items FW Pro only

There are additional options available for layer (CSS) HTML items in Freeway Pro.



Fixed Width

An item with fixed width will always be displayed at the same width regardless of its contents. Use this option if the item has a fixed pixel width

Fixed % Width

If the width is a percentage, it will always be displayed at the same percentage width, but that will vary depending on the width of its parent. Use this option if the item has a percentage-based width.

Flexible Width

An item with flexible width will grow and shrink to fit its contents. This is similar to flexible height, but you should be careful about using this option with paragraph text – unless it is constrained in some other way, an item may expand so that all the text in a paragraph is fitted on a single line.

Minimum Width

An item with minimum width has a flexible width that will not shrink beyond the value that is set as its minimum width. If the content is added to an item, or the content is increased in size, the item will grow to accommodate the content. If content is removed, or the content is decreased, the item will stop shrinking when it reaches the value entered in the **Minimum Width** field. Minimum widths can be fixed pixels (in which case you should use this option) or percentage based (see below).

Minimum % Width

This setting works in exactly the same way as the Minimum Width option (above), but it is specifically for percentage-based values.

Stretchy Width

An item with stretchy width is defined by its left and right offsets, and will grow or shrink as its parent grows or shrinks.

Note: If you use a layer HTML item “inflow” (within the flow of the text by clicking in the text flow and going to **Insert>HTML** item), if you select that item you will see another Width option called **Available**. If you use the Available Width option, the inflow item will fill the width of its parent item. If the item is floated, its width cannot be set as available.

Moving items

There are several ways to move an item, provided it is not locked.

Using the Selection tool

1. Choose the **Selection** tool.
2. Click on the box and while holding the mouse button down drag the mouse to the location you desire.

Dragging items close to guides or grids will cause the item to snap to the guide or grid line if **Snap to Guides** on the **View** menu is turned on.

You can cancel a drag by pressing the Escape key.

Child items are normally constrained to the bounds of their parent, but you can drag items out of their current parent (into a new parent) by pressing the space bar while dragging. Repeatedly pressing the space bar will allow you to cycle through all possible parents, highlighting each one in turn.

In contrast to table-positioned items, which cannot be outside the bounds of their parent, layer items can be dragged outside or partially outside the bounds of their parent by holding the **Command** key while dragging (Freeway Pro only).

Note: To constrain the movement of the item to horizontal, vertical or diagonal, hold the **Shift** key after beginning to move the mouse.

Using the Inspector palette

1. Select the box.
2. Enter new values in the **Left Inset** and **Top Inset** text fields of the **Inspector palette**. (These normally correspond to the upper left corner of the item's constraining rectangle.)
3. Press **Enter** or **Return**.

Using the keyboard arrow keys

To move an item on the page by using the keyboard arrow keys:

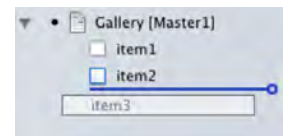
1. Select the item.
2. Use the four keyboard arrow keys to nudge it up, down, right, or left in 1-pixel increments.

You can change the increment in **Preferences, General** panel, **Arrows Nudge** setting.

Moving an item to another page using the Site panel

You can move an item to another page within the **Site panel**. Simply drag the item's icon, in the **Site panel**, to the space just below the desired page's icon. If items aren't visible in the **Site panel**, choose **Show Items** from the **Site panel**  menu.

You can also drag items from the **Site panel** to the currently visible page. This will create a copy of the dragged item. See *Showing items in the Site Panel* on page 52.



Note: Copying items in this way may cause non-layer HTML items on the destination page to become overflowed. Items affected will be displayed with a diagonal cross in the box.

Locking and unlocking an item

You can lock an item into position to prevent inadvertently moving it. To do this, select the box and choose **Lock** from the **Item** menu or select the **Lock** checkbox in the **Item General** panel of the **Inspector palette**.

When an item is locked, its selection handles are drawn in red. Some boxes that have not been locked in this way may also have locked selection handles:

- The top and bottom selection handles of a box are locked if the box's height is undefined or "Height can shrink" is selected—in this case, the height is determined by the box contents, and cannot be set separately.
- In Freeway Pro, the left and right selection handles of an inflow box are locked if the box's width is undefined—in this case, the width is determined by the width of the parent (or by the box contents in the case of floated boxes).

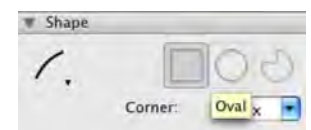
Changing box shape

You can change the shape of a graphic box or map area. For example, you can draw an oval and then later convert it to a rectangle:

1. Select the box and display the **Item Appearance** panel of the **Inspector palette** and open the **Shape** section of the panel.
2. Choose a different shape from the **Shape** popup menu in the **Other** panel.




Freeway Pro



Freeway Express

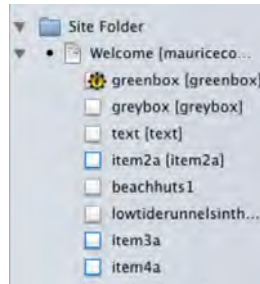
Note: HTML items can only be rectangular.

Showing items in the Site panel

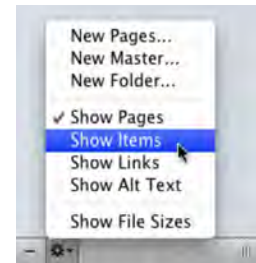
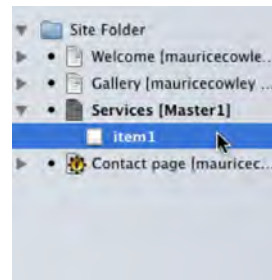
Items can be shown in the **Site panel**, either by switching from **Site** view to **Page** view (click on the header bar of the **Site panel** to toggle the view between Site and Page), or by selecting **Show Items** from the  menu at the bottom of the **Site panel**. When items are displayed, their order and arrangement within the **Site panel** indicates the stacking order of items on the page.

Items that belong to each page are shown below and slightly to the right of the page icon. Similarly, items that are children of other items are shown below and slightly indented from their parent item. If an item is on the pasteboard or has overflowed from its containing box, its icon has a small cross in the center.

You can hide the display of items on individual pages by clicking the disclosure triangle next to each page.



Showing all items on a page (left), and hiding the items by clicking the disclosure triangle.

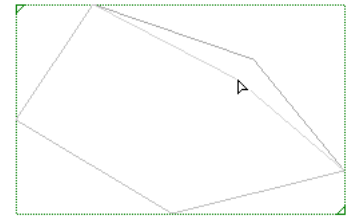


Reshaping paths

You can reshape an item drawn with the **Path** tool (i.e., a path graphic item) by moving, adding and deleting points or by altering its curved paths. Use the **Selection** tool to edit the shape of the path item, and use the **Path** tool to add or remove “reshape points”.


Moving points

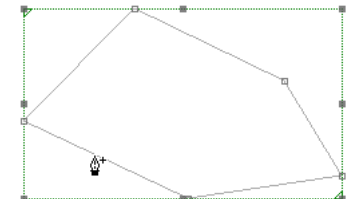
1. Using the **Selection** tool, select the path item to display hollow squares, called “control points”.
2. Point at a control point—the mouse cursor will then change to a tail-less, hollow arrow.
3. Drag the appropriate point to a new position.



Adding points


You can add extra points to a path with the **Path** tool:

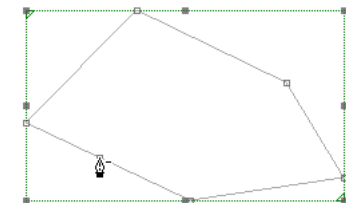
1. Select the item.
2. Switch to the **Path** tool and move the cursor over the path position where you want to add a control point. The cursor will change to .
3. Click to add a corner point, or **Shift**-click to add a curve point.



Deleting points

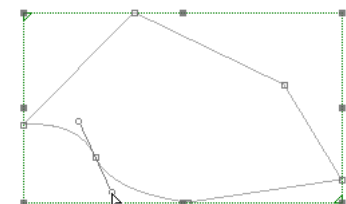
You can delete unwanted points from a path with the **Path** tool:

1. Select the item.
2. Switch to the **Path** tool and move the cursor over the point you want to delete. The cursor will change to .
3. Click on the point to delete it.



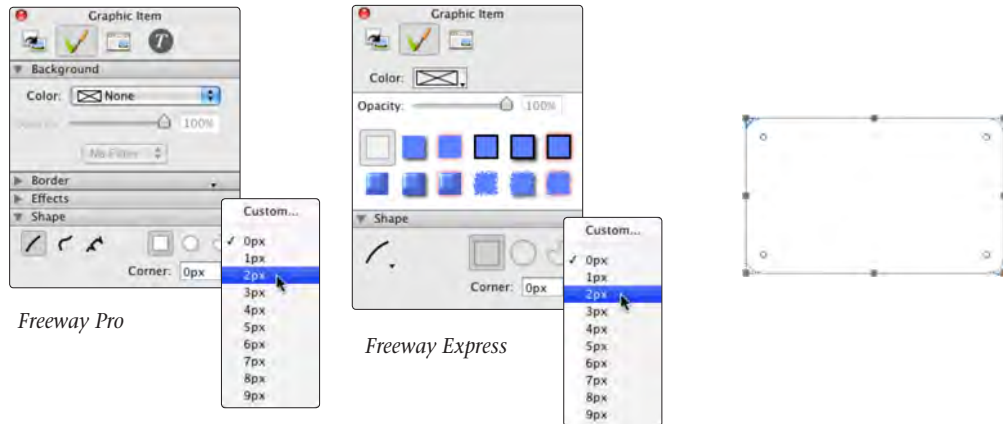
Altering curves

1. Select the box to display its points and direction handles.
2. Drag the points or direction handles to reshape the curve.



To make a round-cornered graphic box

1. Select the box and display the **Item Appearance** panel in the **Inspector palette**.
2. Open the **Shape** section.
3. Choose a radius from the **Corner** popup menu, or enter a radius in the text field and press **Enter** or **Return**.



All four corners of the box are altered by the amount you set. Small circles appear inside the box, close to each corner at the radius origin of the curve. You can alter the shape of individual corners by dragging these circles.

If you want to give precise dimensions to each corner, choose **Custom...** from the **Corner** popup menu. Enter the dimensions you want in the text fields. Entering 0px removes the radius from a corner.



Note 1: When a box has corners of different radii, a “-” appears in the **Inspector palette’s** **Corner** field.

Transforming items



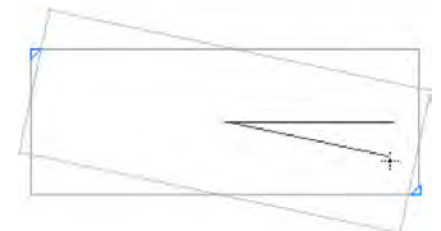
Graphic items may be rotated, skewed, scaled, or reflected using either the **Transform** dialog box or by using the **Rotate**, **Skew**, and **Mirror** tools. You can also transform an item’s contents independently of the box.

Note: Freeway Express does not have the **Transform** dialog box, the **Skew** or **Mirror** tools, or a separate **Tools palette**.

Rotating an item using the Rotate tool

You can rotate items by any angle. To rotate an item using the **Rotate** tool:

1. Select the item.
2. Select the **Rotate** tool from the **Toolbar** or **Tools palette**.
3. Drag any handle to rotate the item.



Note: HTML items cannot be rotated.

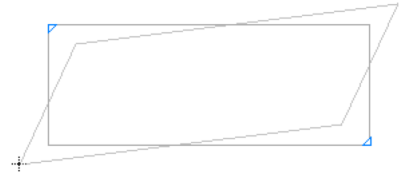
Rotating an item using the Transform dialog box **FW Pro only**

1. Select the item, and choose **Transform...** from the **Item** menu.
2. Under the **Item** section of the dialog, enter the desired angle in the **Rotation** field. Entering a positive value rotates the item *counter-clockwise*. Entering a negative value rotates the item *clockwise*. To prevent the contents from being rotated, type in the negative value of the rotated item.
3. Click **OK**.

Skewing an item using the Skew tool FW Pro only

You can skew items horizontally and vertically to any angle:

1. Select the item.
2. Select the **Skew** tool from the **Toolbar** or **Tools palette**.
3. Drag any handle to skew the item. (Greatest control is gained by dragging an edge handle, rather than a corner handle.)



Note: HTML items cannot be skewed.

Skewing an item using the Transform dialog box FW Pro only

1. Select the item and choose **Transform...** from the **Item** menu.
2. To skew the item horizontally, enter a new value for **Skew (x)**. To skew the item vertically, enter a new value for **Skew (y)**.
3. Click **OK**.

Reflecting an item using the Mirror tool FW Pro only

The **Mirror** tool allows you to reflect an item and at the same time, rotate it.

1. Select the item.
2. Select the **Mirror** tool from the **Toolbar** or **Tools palette**.
3. Drag any selection handle to rotate and reflect the item at the same time. To reflect the item across a *vertical axis*, single-click any handle. To reflect the item across a *horizontal axis*, drag the left edge handle across the central axis of the item and release.



Note: HTML items cannot be mirrored.

Reflecting an item using the Transform dialog box FW Pro only

1. Select the item and choose **Transform...** from the **Item** menu.
2. To reflect the item across a *vertical axis*, select the **Mirror** checkbox. To reflect the item across a *horizontal axis*, select the **Mirror** checkbox and enter "180" in the **Rotation** field.
3. Click **OK**.

Scaling an item using the Selection tool

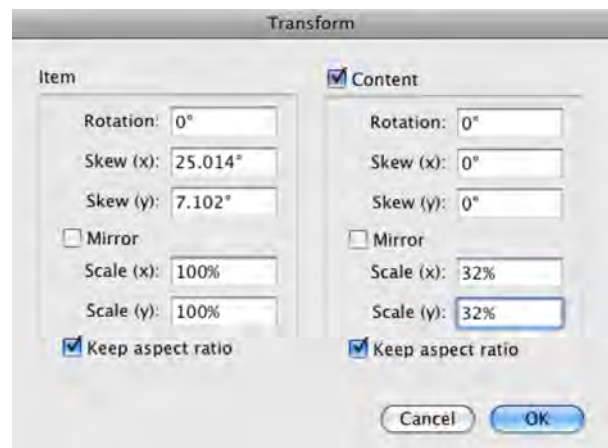
1. Select the item.
 2. Using the **Selection** tool, drag any handle to resize the item.
- To scale a graphic item box together with its contents, hold down the **Command** key while dragging a handle.
 - To preserve the graphic's aspect ratio but trim the graphic to fit the box, hold the **Alt** key while you drag a handle.
 - To preserve the graphic's aspect ratio and pad the inside of the box (so that the graphic isn't cut), hold down **Command** and **Alt** as you drag a handle.
 - To proportionally scale the box and its contents while retaining any cropping, hold down **Shift-Alt-Command** as you drag a corner handle.

For more information, see *Resizing items* on page 48.

Scaling an item using the Transform dialog box FW Pro only

1. Select the item and choose **Transform...** from the **Item** menu.
2. Select **Keep aspect ratio** if you want to retain the original aspect ratio of the box.
3. Under the **Item** section of the dialog, enter new values for horizontal scaling and vertical scaling using **Scale (x)** and **Scale (y)** respectively.
4. Click **OK**.

Note: Freeway Express does not have the **Transform** dialog box.



Changing attributes for items

Item titles

When an item is created, Freeway gives it a default title such as “item1”, “item2”, and so on. The title of an item is shown in the **Item General** panel of the **Inspector palette**. You can change the title of an item at any time. When you import a graphic into a box, the title of the item changes to reflect the name of the graphic file. The title of an item is used to generate the file name that Freeway gives any resulting images in the HTML output. It is therefore best to avoid using a hyphen (“-”), quote marks, or apostrophes in your image names to prevent conflicts with JavaScript Actions, such as Rollovers.

To change the title for an item:

1. Select the item.
2. In the **Item General** panel of the **Inspector palette**, highlight the existing name in the **Title** text field and enter a new name.
3. Press **Return** to accept the change.

You can also **Alt**-click on the item title in the **Site panel**. This will let you edit the name in the **Site panel**. Press **Return** to accept the changes. The new item name will be reflected in the **Inspector palette**.

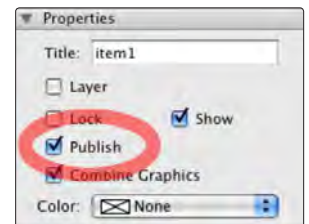
If you decide not to edit the title, or change your mind after starting to edit it, press **Escape**.

You can undo item name changes by choosing **Undo** from the **Edit** menu.

Preventing an item from publishing

There may be occasions when you do not wish an item to be included when the page is published—for example, when adding notes to a page for information. To prevent this:

1. Select the item and display the **Item General** panel on the **Inspector palette**.
2. Click to deselect the **Publish** checkbox.



Creating layer items FW Pro only

HTML and graphic items may be set to output as layer items using fixed or absolute positioning in HTML 4.01 or XHTML 1.0. Additionally, graphic items may be set to output as individual images or combined into one.

If the **CSS Layout** button is not active (shows as gray in the **Toolbar**, or is not checked in the **Tools palette**), non-inflow items that are drawn on the Freeway page are positioned in the output using a hidden layout table—this is what imposes the restrictions on certain types of overlap between items and why images are cut up by overlapping HTML text, for example.

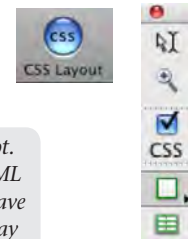
However, when items are set to output as layer items, they no longer form part of this layout table and are freed from these restrictions. Layer items may overlap without interacting in any way and are stacked in the HTML output in the same order as they appear on the Freeway page.

If a layout table is output because of the presence on the page of any non-layer items, it is always the rearmost element in the output. Layer items are always treated as being in front of the layout table. It is therefore impossible for non-layer items to be output in front of layer items.

HTML elements may be positioned with complete freedom when they are set to output as layer items, and will not interact with each other in any way. Their stacking order may be changed by using the **Bring to Front** or **Send to Back** commands from the **Item menu**, or by dragging their icons in the **Site panel** when this is set to **Show Items**.

Creating a layer item FW Pro only

1. Select the **CSS Layout** button in the **Toolbar**, or click the checkbox in the **Tools palette**.
2. Draw the item using one of the drawing tools.

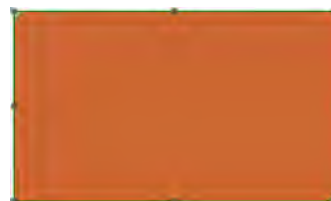


When the **CSS Layout** button is active, HTML tools show a green border.

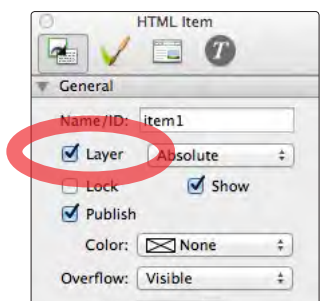
Power Tip: It can be hard to remember which items you have drawn in your layout are layers and which are not. Freeway Pro helps you by using a simple color code to identify items. When the CSS layout button is active, HTML item tools are shown with a green border in the **Toolbar** and **Tools palette**. HTML items drawn on the page have the same green border. Non-layer items are drawn with a blue border. Graphic items are always drawn with a gray border, but will show a small green ‘corner mount’ if they are layers, or blue if non-layers.

Setting any item to output as a layer item FW Pro only

Select the item you wish to make a layer and turn on the **Layer** checkbox in the **Item General** panel of the **Inspector palette**. The item border changes from blue to green, visible if **Outlines** is turned on in the **View menu**.



The item now shows a green border, and further options appear in the **Inspector palette**.

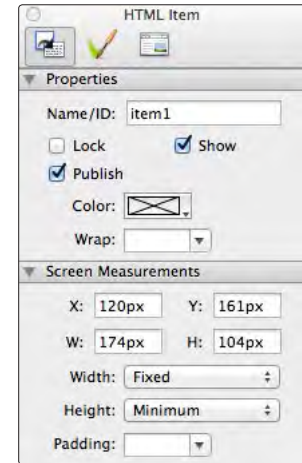
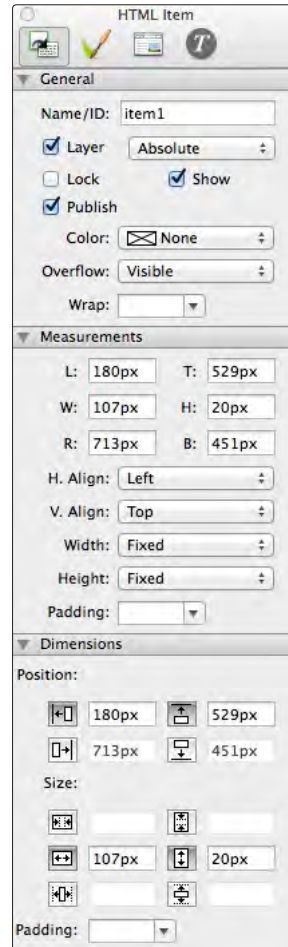


Setting publishing options for items

When an item is selected, the **Inspector palette** displays a number of settings for that item, with the basic options shown in the **Item General** panel. There will also be options available in the **Item Output** panel that control how the item outputs when the site is published.

Item General panel

The **Item General** panel controls the position and size of an item, as well as its title, fill color, and other attributes.



Freeway Pro (left);
Freeway Express (right).

Item Output panel

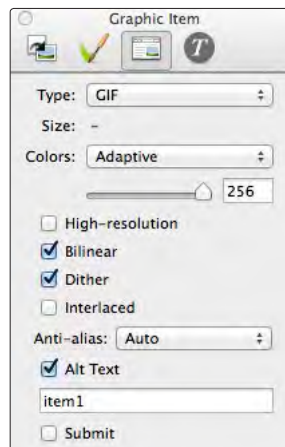
Use the **Item Output** panel to select an item's output type as well as attributes for the content that is output.

HTML5 Section Elements FW Pro only

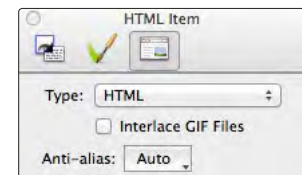
Freeway supports the following HTML5 section elements: Address, Article, Aside, Footer, Header, Nav, Section (as well as the generic div element, referred to as HTML).

Users can choose an element type from the **Type** popup of the **Item Export** panel (when the page level is set to HTML5 or XHTML5). If a page is changed from (X)HTML5 to a lower level, HTML5 section items are changed to generic HTML items.

You can read more about the different HTML5 Section Elements and what they do in the HTML5 Section Elements section on page 44.



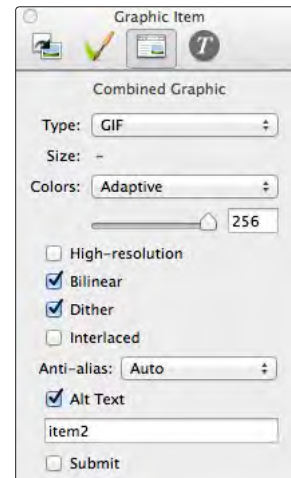
Freeway Pro



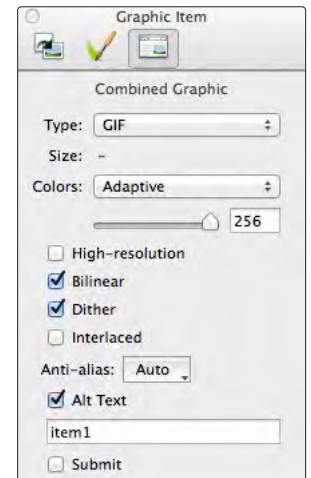
Freeway Express

Combined Graphic Output panel

When GIF or JPEG items are overlapped and combined, or grouped to form a single image on output, the **Combined Graphic Output** panel appears. This panel controls the output options for the resulting graphic.



Freeway Pro



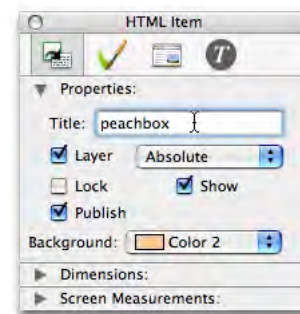
Freeway Express

Referring to layer items in DHTML or Actions

When an item is output as a layer item, it is specified using a named, fixed-position <div> tag. This tag indicates a document division, and the contents of this can be treated as a unique object when writing JavaScript to affect the document contents.

You can specify the name of the layer item to be used in the output. To set the name of the layer item to something of your choosing, simply select the item and type the desired text into the **Name** field in the **Item General** panel in the **Inspector palette**.

If you want several items to be kept together in the same layer, you can insert them into an HTML layer item as child items. See *Child items* on page 43 for more information.



Naming items helps when using JavaScript to give interactive elements on your page.

Arranging items

It is possible to change the stacking order of items on the page. You can also copy, duplicate, and paste items in a document.

Cutting, copying, and pasting

1. Select the item(s) to be cut or copied.
2. Choose **Cut** or **Copy** from the **Edit** menu to transfer the selected items to the Clipboard. (**Cut** removes the original from its location, while **Copy** leaves the original in place.)
3. Move to a new page or new document (or select a new parent on the current page) and choose **Paste** from the **Edit** menu. Freeway then pastes the items into the same relative position in which they appeared in their original parent.

Option-dragging to duplicate items

To make a quick copy, begin dragging an item with the **Selection tool**, then hold down the **Alt** key and continue to drag until the item is in the desired position. You can also use the **Alt** key to create copies while working with the **Mirror**, **Skew**, or **Rotate** transformation tools. Note that you must hold down the **Alt** key after you have begun dragging. If you press **Alt** before you drag, the cursor will switch to the **Grabber hand** and adjust the page position within the window.

If you hold down the **Shift** key while moving an item, it will be constrained to move horizontally, vertically, or diagonally at 45°.

You can also drag items from the **Site panel** to the currently visible page. Doing this will make a copy of the item you drag. See *Moving an item to another page using the Site panel* on page 51 for further information.

Duplicating an item using the Duplicate dialog

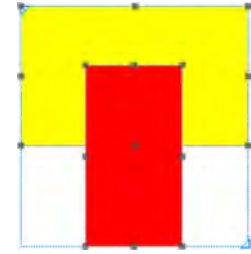
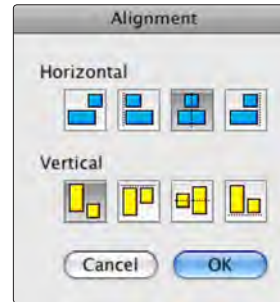
You can duplicate an item to make as many copies as you need, while simultaneously assigning a horizontal and vertical offset to each copy.

1. With the box selected, choose **Duplicate...** from the **Item** menu.
2. Enter the number of copies you want, as well as the horizontal and vertical offset.
3. Click **OK**.

Aligning items

You can align selected items along their edges or through their center points:

1. Select the items you want to align.
2. Choose **Align...** from the **Item** menu. The **Alignment** dialog box opens with the most recently used alignment options chosen.
3. Click on the relevant horizontal and vertical alignment icons.
4. Click **OK**.



Changing the stacking order of items using the Item menu


Freeway items are “stacked” in a front-to-back order on each page. You can alter the stacking order by bringing items to the front, sending them to the back or by sending them one level forward/back in the stack. To do this:

1. Select the item.
2. Choose **Send to Back** or **Bring to Front** from the **Item** menu to send to the very back or front of the stack.

Choose **Bring Forward** or **Send Backward** to move items forward or backward by one step.

Note: Layer items are always in front of table-positioned items in the stacking order.

Changing the stacking order of items using the Site panel

1. Select the item.
2. Ensure that items are visible in the Site panel, either by selecting **Show Items** in the  popup menu, or by switching to the **Page** view of the **Site panel**.
3. Drag the selected item up or down in the list to change its stacking order position. The item that is at the top of the stack appears lowest in the **Site panel**.

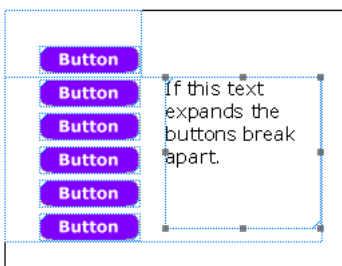
Group command

Preventing items from breaking apart

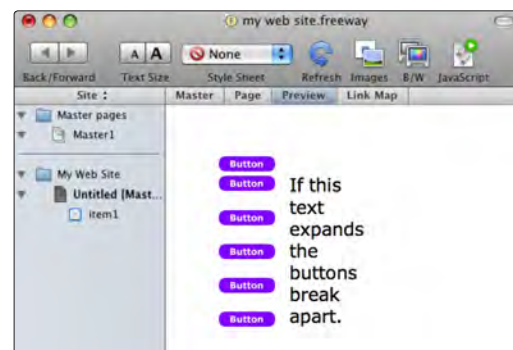
If HTML text in a browser window is enlarged, it can force items around it to move. Let's say, for example, we have a set of navigation buttons, formed of graphic items, spaced neatly down the left hand side of a page.

Placing an HTML text item on the right looks correct in the Freeway page layout, but when previewed in a browser the buttons become separated if the text is enlarged.

To avoid the buttons splitting apart like this, we can select them all and choose **Group** from the **Item** menu. This has the effect of forcing Freeway to create a whole table cell for the items that have been grouped.

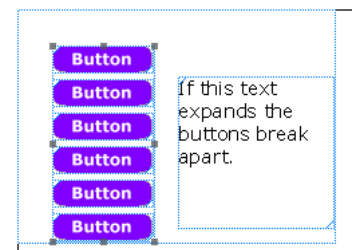


With **Show HTML Layout** turned on, the table structure shows as a series of dotted blue lines. In our example, you can see the first button will be published into a separate table cell to the others.



Grouping items

1. Select the items you want to group either by **Shift**-clicking each in turn, or by dragging a marquee over them.
2. From the **Item menu**, choose **Group**.
3. The grouped items show a single set of selection handles.




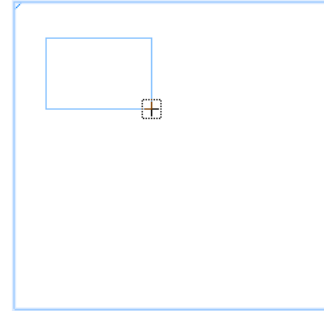
How grouping works

When a series of items is grouped in Freeway, a new parent item is created that contains those items. The selected items become children of the parent item.

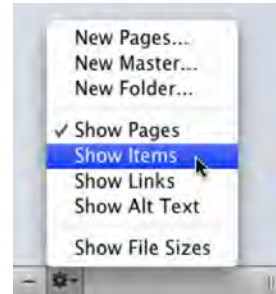
You can also create a group by drawing new items within the boundary of a larger item. Child items drawn like this are constrained to the parent item's boundary: you can move children around within the parent, but they cannot be dragged outside their parent unless you press the space bar (which causes the item to be moved into a different parent), or hold down the **Command** key (which allows layer items to be positioned outside their parent).

Another way to create a group is to drag items in the **Site panel**:

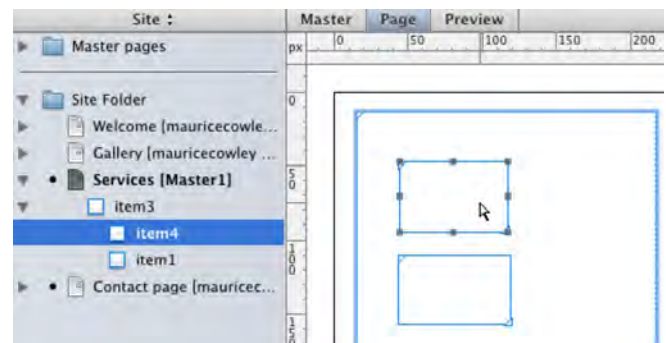
1. Click on the  button at the bottom of the **Site panel** and choose **Show Items**.



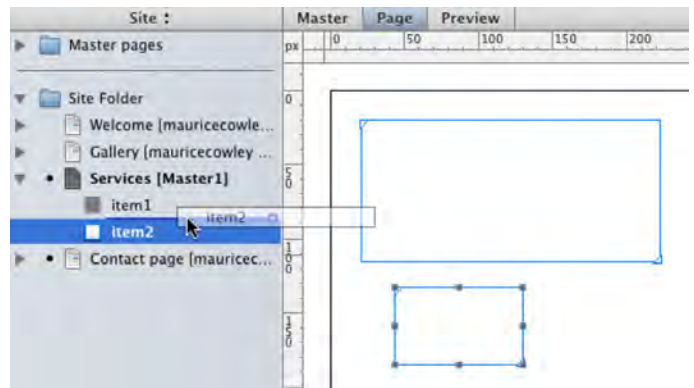
A special crosshair cursor indicates that the item being drawn will become a child of the outer box. Note that the parent box has a thicker highlight border. This acts as another visual clue that a child item is being drawn.



2. The **Site panel** will show a hierarchical list of the items on each page.



3. In the **Site panel**, select the item you wish to make into a child.
4. Drag the item up and to the right, so that the item you wish to become the target parent becomes highlighted.



5. When you release the mouse, the item becomes a child of the parent.

Power Tip: Clicking an item in the **Site panel** will highlight it in the page layout as if you have selected it with the mouse normally. This can be useful when you are trying to select an item hidden several layers down in your layout.

Power Tip: Dragging items in the **Site panel** is a useful technique to ungroup an item. Drag the item you want to ungroup down and to the left in the **Site panel** so it is no longer nested with its parent.

Note 1: If the dragged item is outside the original parent boundary, the parent may stretch to encompass the new child, or the child may be moved within the parent's boundary. This can be a little unpredictable, so it may be better to drag the first item over the second in the page layout, then drag it in the **Site panel** to create the group.

Note 2: Grouping items is an essential part of using the Rollover Action to avoid showing a blue outline on rollover images with a link applied when viewed in Safari. To prevent this happening, you must select all items which make up the rollover, group them and then apply the Rollover Action to the group item.

Distributing items

In the **Item** menu, the **Distribute...** option becomes available when you have two or more items selected on the page. This allows you to space the selected items in three different ways:

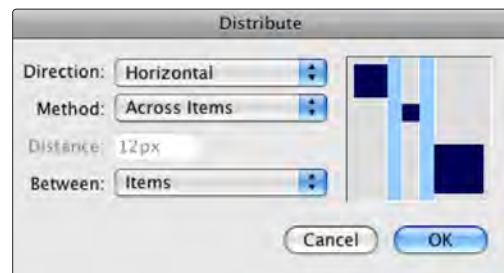
- Space the selected items between the two endmost items in the selection.
- Space the selected items across the page.
- Space the selected items a specific distance apart.

You can distribute the selected items either vertically or horizontally, using their boundaries, centers, or particular edges.

When spacing items, you will normally want to keep the distance between each item the same. However, there are occasions where you might not want evenly spaced items—you may prefer to space the selected items using their sides or centers. This can be useful when items are different sizes but visually are center-heavy, left-heavy, or right-heavy.

Using Distribute

1. Select the items that you wish to distribute.
2. Choose **Distribute...** from the **Item** menu. The **Distribute** dialog will appear showing a preview of how the current options chosen will affect the selected items. You can choose from the following options:
 - **Direction** (Horizontal or Vertical).
 - **Method** (Across Items, Across Page, Fixed Distance).
 - **Distance** (in pixels—only available for Fixed Distance method).
 - **Between** (Items, Top/Left Sides, Centers, Bottom/Right Sides).
3. When you are happy with the positions of the items shown in the preview, click **OK**. If the results are not quite right, you can choose the **Undo** command from the **Edit** menu to return the items to their previous positions and try again.



Spacing selected items evenly

To adjust the positions of the selected items so that they are evenly spaced between the two endmost items in the selection, choose **Across Items** from the **Method** popup menu. Ensure the **Between** option is set to **Items**—this is normally the best option.

Spacing items evenly across the page

To adjust the positions of the selected items so that they are evenly spaced across the page, choose **Across Page** from the **Method** popup menu. Ensure the **Between** option is set to **Items**.

Spacing items a fixed distance apart

To space items so that they are a fixed distance apart, choose **Fixed Distance** from the **Method** popup menu. Choose one of the following from the **Between** popup:

- **Items:** Positions items so that the space between the end of one item and the start of the next one is the amount specified in the **Distance** field.
- **Left/Top Sides:** Positions items so that the space between the left or top of each item (depending on the chosen direction) and its neighbor is the amount specified in the **Distance** field.
- **Centers:** Positions items so that the space between the center of each item and its neighbor is the amount specified in the **Distance** field.
- **Right/Bottom Sides:** Positions items so that the space between the right or bottom of each item (depending on the chosen direction) and its neighbor is the amount specified in the **Distance** field.

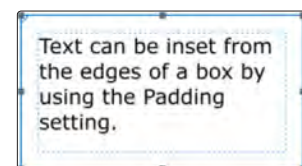
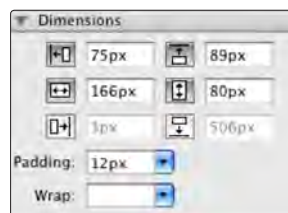
Integrating items and text

Setting an inner inset

An inner inset creates a space between the edges of the text box and the text it contains. This space may be necessary if the box has a border applied or if the text contains “ascenders” (the part of tall lowercase letters, such as b and d, that extends above the other lowercase letters) that you want to keep inside the box area. See also *Padding and Margins* on page 65.

To set an inner inset:

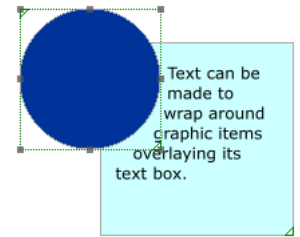
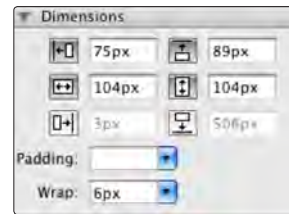
1. Select the item.
2. Display the **Item General** panel of the **Inspector palette**, choose a size from the **Padding** popup menu in the **Dimensions** panel, or enter a figure in the field and press **Return**.



Wrapping text in a graphic box

You can make text in a graphic box wrap closely around an overlapping graphic item using controls in the **Item General** panel of the **Inspector palette**.

1. Select the overlapping graphic box.
2. Display the **Item General** panel and **Dimensions** panel in the **Inspector palette**.
3. Specify the desired value for the gap between the text and the overlapping box from the **Wrap** popup list, or enter a figure in the field and press **Return**.



Text in items behind the box is placed at the specified distance away from the box. The **Wrap** value only applies to graphic text behind the overlapping item.

Note: HTML items cannot be forced to wrap by an overlying graphic item. The **Wrap** value only affects graphic text in graphic boxes.

Wrapping text in an HTML box

Text in an HTML box will wrap above and below any overlapping item other than a map area item. You cannot adjust the offset between the HTML text and the item in front of it. You can make text in an HTML box wrap closely around a graphic element by positioning it within the HTML text as an inflow item, then selecting it and choosing **Left** or **Right** from the **Align** popup menu in the **Dimensions** panel. For more information see *Applying margins* on page 66.

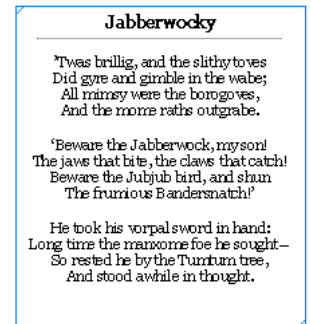
Creating horizontal rules

Horizontal rules can be used to visually separate or organize elements or sections of a page. They can also be used to emphasize text or titles, or simply to add to the visual impact of your page.

To create a rule with the Path tool

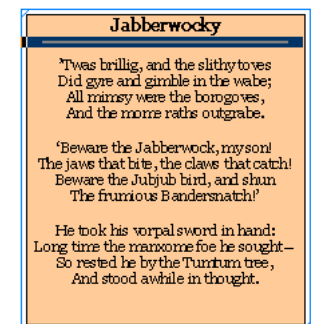
1. Using the **Graphic Path** tool, click to position a starting point for the line.
2. Click somewhere else on the page to define the finishing point. Hold down the **Shift** key before positioning the end point to constrain the line horizontally. Click to position the end point and then click again, while the cursor displays a closed circle, to end the path.
3. In the **Border** panel of the **Item Appearance** panel of the **Inspector palette**, set the attributes as you wish.

Power Tip: Using a graphic path like this allows you to use the range of effects described on pages 44.



To create a text rule

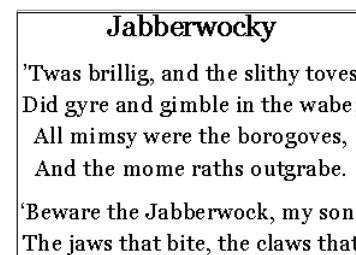
1. With the cursor flashing in an HTML or graphic text box, choose **Rule** from the **Insert** menu.
2. To apply attributes to the rule, select it by placing the text insertion point at the end of the previous paragraph, then hold **Shift** while pressing the right cursor arrow once.
3. Using the **Rule** panel in the **Inspector palette**, set the desired options for **Align**, **Size**, **Inset**, and whether the rule is solid or shaded.



Linking and unlinking text boxes to form a chain

You can specify the way text flows from box to box by linking individual text boxes. Moving a linked text box does not affect the text flow, and you can link text boxes either before or after you've placed text. You can link HTML text boxes, and you can link graphic text boxes. You cannot link HTML boxes with graphic text boxes.

A graphic or CSS text box that is too small to show all the text displays a small overflow icon in the bottom right-hand corner. Table-positioned HTML text boxes grow in depth to accommodate the text. Changing the shape and size of a linked box causes text to reflow through the chain.



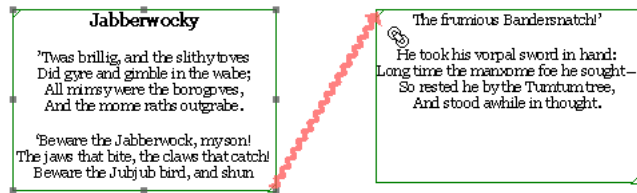
When text is too long to fit into a graphic text box, a small overflow icon appears at the bottom right-hand corner.

To link two or more text boxes



Flow tool

1. Select the **Flow** tool in the **Toolbar** or **Tools palette**.
2. Click on the first box and then on each subsequent box in the same order that you want text to flow through the text boxes.



After linking your text boxes, a thick red line joining the text boxes will appear, indicating the links between text boxes. An arrow head shows the direction of text flow. Text placed in the first box will flow through the linked text boxes until all the text is placed.

Note: *Freeway Express does not have a Tools palette.*

Showing text links

To see how text flows from box to box, select a text box with either the **Flow** tool or the **Break Flow** tool. This will show all the links for text boxes connected to that box.

Selecting text across linked text boxes

There are several ways of selecting text that flows across linked text boxes:

1. With the **Selection** tool, click anywhere in the text and then choose **Select All** from the **Edit** menu. All text in the linked boxes will be selected.
2. Place the cursor at the start of the selection, then hold down the **Shift** key and click where you want the selection to end. All the text between the two positions will be selected.
3. Click and drag across the text you want to select.

Unlinking text boxes



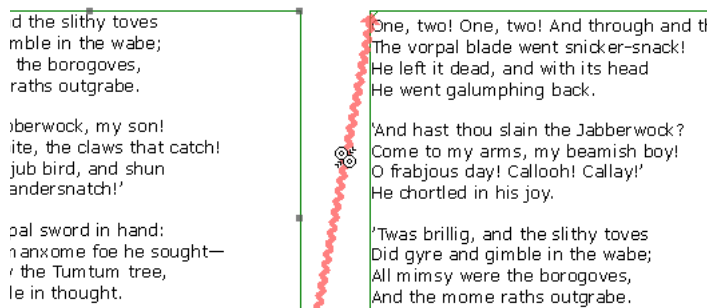
Break Flow tool

To break the link between two linked text boxes:

1. Select the **Break Flow** tool.
2. Click one of the linked text boxes to display the links.
3. Click on the red line linking the text boxes.

The box “downstream” (box to which the arrow points) of the link is removed from the flow of text. Text reflows into the box that was “upstream” of the removed box. If the upstream box is an HTML item, it will resize vertically to contain the new text.

If the upstream box is a graphic item it will display an overflow icon in the lower left corner to show that there is more text in the box than can be displayed.



Adding a text box into an existing chain

To add a new text box into the chain of text boxes:

1. Draw a new box.
2. Using the **Flow** tool, click on the box you want to come before the new box in the chain.
3. Click on the box you’ve just drawn.
4. Click on the box that will follow it in the chain.

Deleting a text box from the text flow

When you delete a text box from the flow, text reflows into the remaining text boxes. To do this, simply select the box using the **Selection** tool, and delete it.

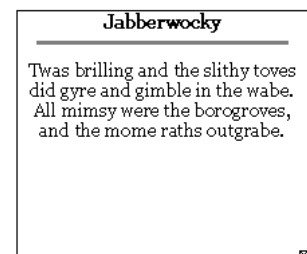
Cutting/copying and pasting a linked box

You can cut or copy a text box from a linked series. Cutting a text box from a linked series is the same as deleting it—the text is not removed from the flow but rather reflows into the remaining text boxes.

Inserting a break to the next linked text box

You can insert a break to flow the text from where you currently are to the next box in the flow. Position the cursor where you would like the break to begin and select **Break** from the **Insert** menu (or type **Command-Enter**).

If the box is not linked to a “downstream” box, ☒ will be displayed in the lower right corner of the box in which you inserted the break, and the text after the insertion point will disappear from view. You can, however, sketch another box and link to it from the box in which you inserted the break. The text will automatically flow into the “downstream” box.



Inflow items

There are two ways of adding items to the page: as independent items or as inflow items. Inflow items are positioned within a flow of text and/or other items. Independent items are positioned directly on the page or in another item, independently of any flow.

If you create an item by sketching a box using one of the drawing tools when no text cursor is displayed, the resulting item will be an independent item—this means that it can be moved and positioned freely, anywhere on the page. If you draw a box when a text cursor is displayed, the resulting item will be drawn in the flow at the point where the text cursor is positioned. Independent and inflow items can also be added from the **Insert** menu.

Inflow items are items that have been inserted into a run of text and are embedded in the text. Inflow items cannot be freely positioned anywhere on the page—instead, they flow with the text within the text box. This means that they offer a different range of layout possibilities. For example, a graphic which is related to a piece of HTML text can be embedded before or after that text in the same text box, so that it moves with its adjacent text if the story reflows—and that allows text to wrap around a graphic (as explained later in this section).

Inline items

Some inflow items, such as graphics and form controls, may be inserted within a line of text, and are known as inline items. Other types of inflow item, such as HTML boxes, are non-inline items and cannot stand on the same line as text or other items, except when floated.

Some relatively complex layouts can be achieved by setting CSS items as inflow items for which there is not sufficient room on a single line, rather than free-standing items. The surplus items are forced onto subsequent lines whose spacing is determined by the (variable) height of the inflow items involved. In this way, it is possible to force items, such as multi-column footers, down the page when a viewer enlarges the text in the items above. This is covered in greater detail in the Appendix at the back of this manual where there is a basic tutorial on working with inflow layouts.

Options for graphic and HTML items when used as inflow items

By using CSS items in Freeway Pro you have far more options that you will see in Freeway Express. This is because inflow layouts are only possible to build when working in Pro as CSS is not supported in Express. Freeway Express has very limited support for using inflow items, but it does allow you to use a graphic item (floated left or right) as a wraparound item within an HTML text item or to insert an item inside a table cell.

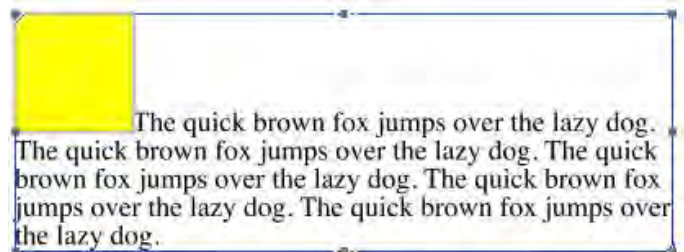
Graphic items have far less options than HTML items, and that is because only HTML items can be controlled by particular settings (such as Height and Width options) so they can be made to work well in inflow layouts.

Creating inflow items

Items can be inserted into a stream of HTML text by drawing them when a text cursor is displayed, or by using the commands on the **Insert** menu or by pasting a suitable item from the clipboard:

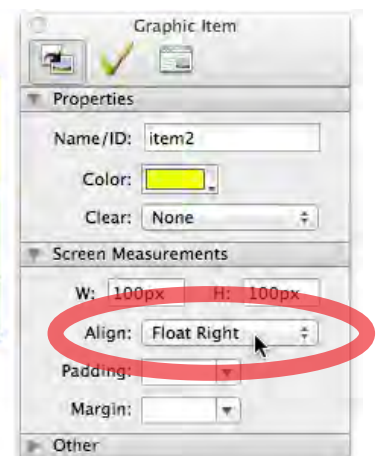
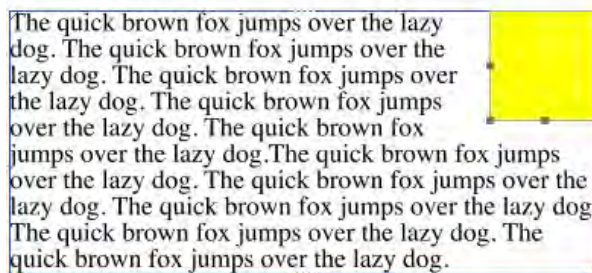
1. Click inside an HTML item or a table cell to create a text insertion point.
2. Draw an item using one of the box-drawing tools, or choose an item to insert from the **Insert** menu, or choose **Paste** from the **Edit** menu (after previously copying an item to the clipboard).

The item is inserted into the HTML text.



Making text wrap around an inflow item

You will see that an inflow item will be placed inside the HTML item so it is aligned to the baseline of the text where the flashing text cursor was when the item was inserted. If you want the text to wrap around the graphic that can only be done by using either Float Left or Float Right in the Align popup in the General Settings tab of the Inspector. In the screenshot on the right you can see how the text reflows when Float Right is chosen.



Inserting items using the Insert menu

You can use the **Insert** menu instead of a drawing tool to create a new item. When you create an item in this way, it will insert the item as an inflow item in the text but only if a text insertion point is flashing in the text before you create the item. If the insertion point is not flashing, the item will appear in the center of the page view in the document window as an independent item.

Note: When the current page is a frameset page, the **Insert** menu commands will only be available when working on a source page which is being viewed through the frameset.

The items that can be placed inside an HTML item as an inflow or inline item using the **Insert** menu are:

- HTML Items
- Graphic Items
- Action Items
- Form controls (Checkbox, Radio Button, Menu/List, Text Field, and Text Area)
- Tables
- Markup items

Selecting inflow items

To select an inflow item, click on it using the **Selection** tool. If the text insertion point is already flashing in the box that contains the inflow item, **Command**-click on the item twice, or click on an empty part of the page or pasteboard to deselect everything before selecting the inflow item.

Another way to select inflow items is by using arrow keys when there is a text selection—inflow items become selected when you move the text cursor to the point where they are inserted.


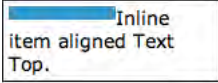


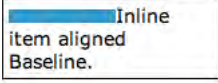
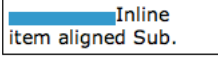
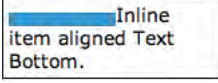
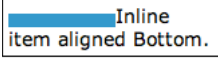
Resizing inflow items

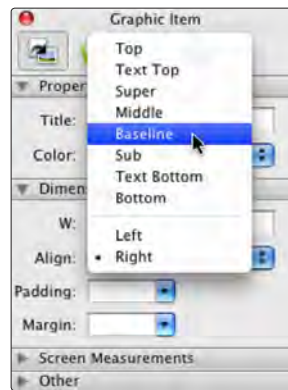
To resize an inflow item, select it so that its handles are showing and then either drag the handles to resize it, or use the **Dimensions** panel of the **Inspector palette** to change the numeric values for width and height.

Aligning text beside inflow items

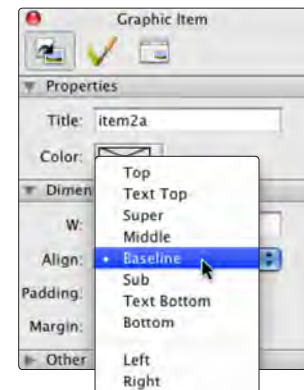
When inflow items are inserted into a line of text (as inline items), you can control the position of the inline item relative to the surrounding text. Inflow items (including non-inline items such as HTML boxes) can also be floated left or right within a text flow.

Simply select the inflow item and then choose an alignment option from the **Align** popup menu. The available alignments are:

- **Top:** The top of the inline item is aligned with the top of the tallest element on the same line. 
- **Text Top:** The top of the inline item is aligned with the top of adjacent text. 
- **Super:** Aligns the inline item as a superscript to adjacent text. 
- **Middle:** The vertical middle of the inline item is aligned with the middle of adjacent text. 
- **Baseline:** The bottom of the inline item is aligned with the bottom of the inline item. 
- **Sub:** Aligns the inline item as a subscript to adjacent text. 
- **Text Bottom:** The bottom of the inline item is aligned with the bottom of adjacent text. 
- **Bottom:** The bottom of the inline item is aligned with the lowest element on the same line. 



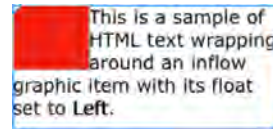
Freeway Pro



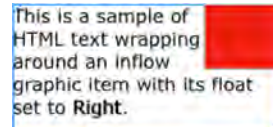
Freeway Express

Inflow items (including non-inline items such as HTML boxes) can also be floated left or right within a text flow.

- **Left:** The inflow item sits flush left in the column and adjacent text wraps beside it.



- **Right:** The inflow item sits flush right in the column and adjacent text wraps beside it.



Certain HTML items (including form items and some Action items) do not have alignment options.

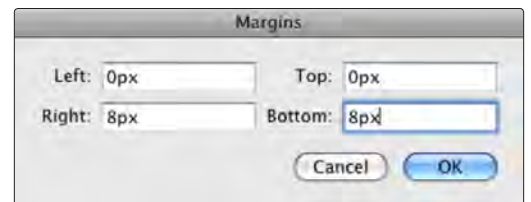
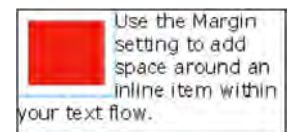
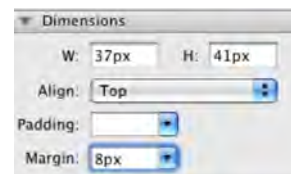
Controlling space around inflow items

When inflow items are adjacent to text, the offset between the text and the edge of the inflow item can be controlled using the **Margin** setting in the **Inspector palette's Dimensions** panel. By default, adjacent text fits snugly against an inflow item.

To change the space around an inflow item:

1. Select the inflow item.
2. Enter a new value in the **Margin** field in the **Inspector palette** and press **Return**, or choose a preset value from the **Margin** popup list.

Freeway Pro allows you to set custom margin values for each side of the inflow item. Choose **Custom...** from the **Margin** popup list, and enter the desired margin values in the **Margins** dialog box. This feature is not available in Freeway Express.



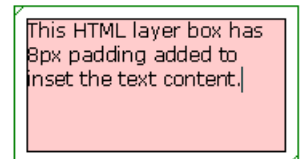
Padding and margins

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 edge, while margins allow you to insert extra space between an inflow item and the other content that surrounds it.

Applying padding

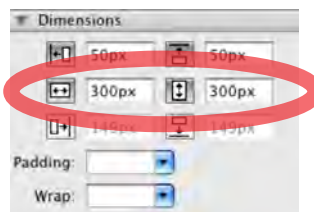
Padding can be applied to any item that can contain content. Applying padding is straightforward—just select the item, and choose a value from the **Padding** popup menu on the **Item General** panel of the **Inspector palette**, or alternatively enter a value in the **Padding** field next to it. If 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:

Freeway Pro also provides a **Custom...** option in 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.

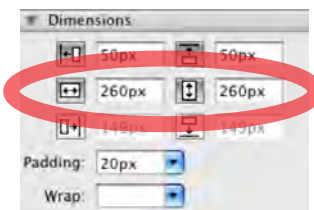


Padding and item dimensions FW Pro only

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:

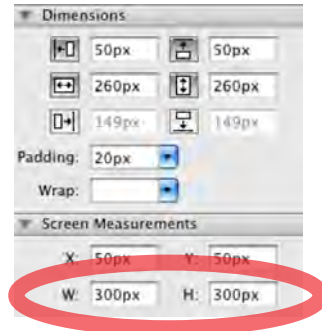


and now we apply a 20 pixel padding to the item:



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 that CSS calculates the size of a box: padding is added to a box's dimensions, so that a 300x300 box with 20 pixels padding will be 340x340 pixels when it is viewed in a browser. Freeway compensates for this by reducing 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

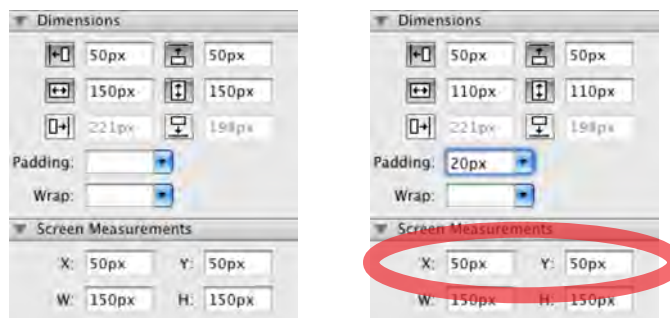
Padding and item positions FW Pro only

Padding also affects the position of child items. Just as text is inset when you apply padding, child items (with the exception of layer items) are inset when padding is applied to their parent. Layer items are not affected because CSS positions them relative to the bounds of their parent, 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 (see screenshot below left) 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.

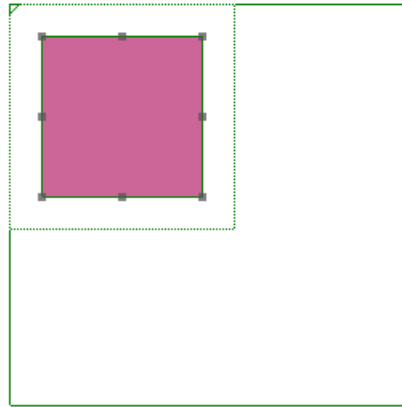
However, if we look at the **Dimensions** section in the **Inspector palette** (see screenshot below (right), the **Left** and **Top** values remain at 50 pixels. Once again, the **Screen Measurements** section saves any mental arithmetic by displaying the offset of the item as it will be seen in a browser



Applying margins

Margins can only be applied to inflow items—they are meaningless anywhere else because absolutely positioned items have no surrounding context to space themselves from.

Applying margins to a child item is straightforward—in many ways identical to applying padding. Select your child item, switch to the **Item General** panel 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:



Freeway Pro also provides a **Custom...** option in the **Margin** popup—this allows you to specify different margin settings for each side of the item.

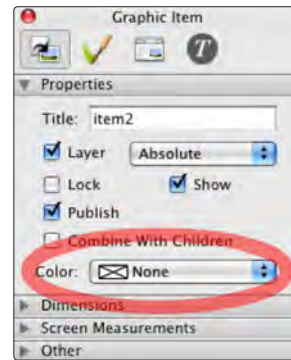
Background colors

Graphic and HTML items can have a background color, or fill, applied to them. (See also *Working with color* on page 144.)

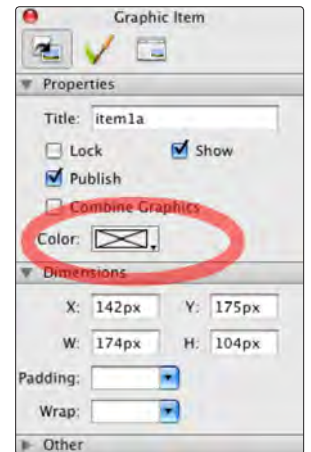
To apply a colored fill to an item, select it and show the **Item General** panel in the **Inspector palette**. Click on the **Color** popup menu to choose a color from those available in your Freeway document. Choose **Other...** from the popup menu to choose a new color.

In Freeway Pro background colors can also be applied to HTML and graphic items using the **Styles & Colors palette**. Background colors applied to graphic items can also be made transparent to create special effects when overlaid on other graphic items on the page. This feature is accessible through the **Item Appearance** panel or the **Styles & Colors palette**.

Note: Freeway Express does not have a **Styles & Colors palette**.



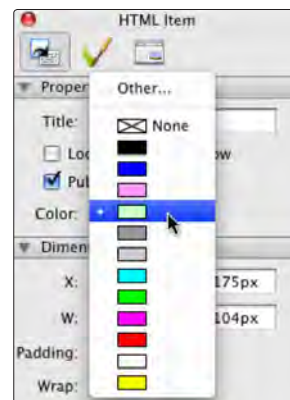
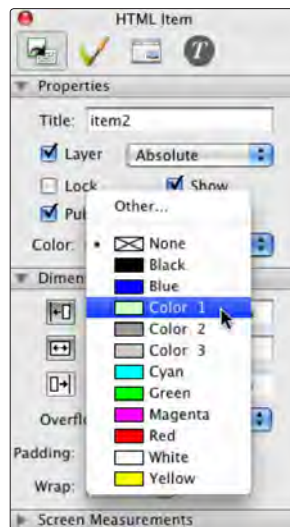
Freeway Pro (left);
Freeway Express (right).



Applying a background color to an HTML item

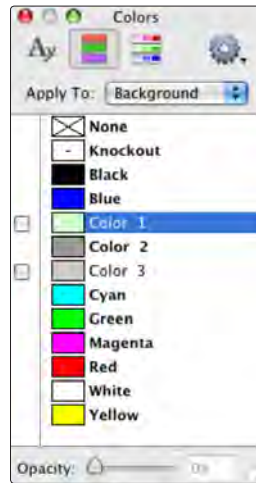
There are three ways you can apply background colors to HTML items:

- Select the item and choose a color from the **Color** popup menu in the **Item General** panel of the **Inspector palette**.

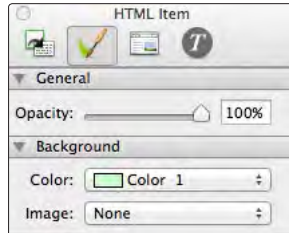


Freeway Pro (left);
Freeway Express (right).

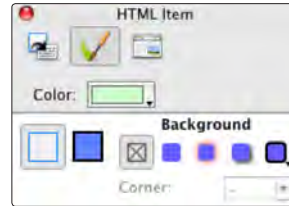
- Select the item and choose a color from the **Color** popup menu in the **Item Appearance** panel of the **Inspector palette**.



- In Freeway Pro, you can also apply background colors to HTML items using the **Styles & Colors palette**.



Freeway Pro



Freeway Express

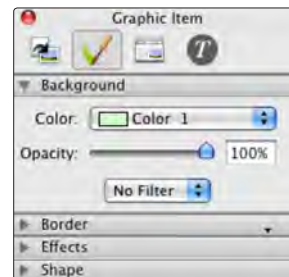
Applying opacity to a background color on an HTML item (Pro only)

Freeway Pro lets you adjust the opacity of a background color used on an HTML item by using the **Opacity** slider in the **Item Appearance** panel of the **Inspector palette** (see screenshot left) or the **Opacity** slider at the foot of the **Styles & Colors palette** (see screenshot above).

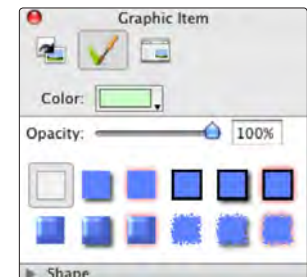
Applying a background color to a graphic item

There are three ways you can apply background colors to graphic items:

- Select the item and choose a color from the **Color** popup menu in the **Item General** panel of the **Inspector palette**, as outlined in the section on HTML items earlier.
- Select the item and choose a color from the **Color** popup menu in the **Item Appearance** panel of the **Inspector palette**.
- In Freeway Pro, you can also apply background colors to graphic items using the **Styles & Colors palette**, as outlined in the section on HTML items earlier.



Freeway Pro.



Freeway Express.

Applying opacity to a background color on a graphic item

You can adjust the opacity of a background color used on a graphic item by using the **Opacity** slider in the **Item Appearance** panel of the **Inspector palette** (see screenshot above) or the **Opacity** slider at the foot of the **Styles & Colors palette**.

Background color filters **FW Pro only**

There are three special effect filters that can be applied to a graphic item background color.

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Click on the **Background** disclosure triangle to show the options available.
3. Choose **Emboss**, **Blur**, or **Scatter** from the **Filter** popup menu.

The options for graphic item background filters are as follows:

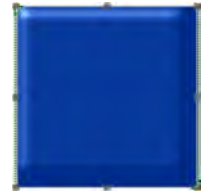
Emboss

Angle / Altitude: Control the angle and height of the “light source” that generates the emboss effect. Changes can be made by clicking and dragging the control button, or entering numbers in the text fields.

Global: This checkbox, selected by default, ensures that the angle and height information is used across all similar settings on the current page, e.g. embossing graphic text, adding a drop shadow effect, etc.

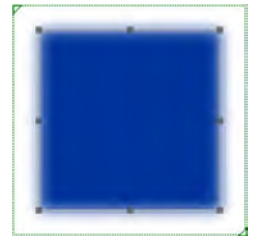
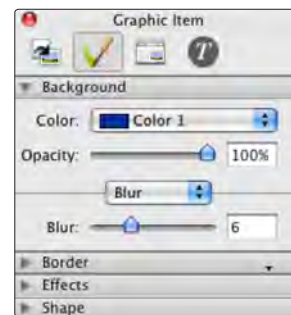
Specular: Controls the percentage of specular highlight. Higher values make the object look smooth and shiny.

Diffuse: Specifies the percentage of diffuse lighting. Higher values make the object look rough or matte.



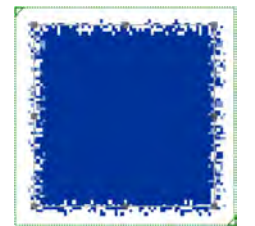
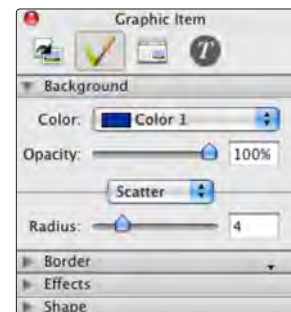
Blur

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).



Scatter

Scatter: The slider controls the amount of scatter, from 0 (no scatter) to 20 (very scattered).



Background images FW Pro only

In Freeway Pro, you can apply background images to HTML items. These may be in any graphic format that Freeway can read. Images that are in a web format (GIF, JPEG, or PNG), are exported unchanged in their original format (as pass-through images), unless they are sliced (see below). Other images are converted to an appropriate web format.

A new feature introduced in Freeway 6 is the High Resolution option which you can choose to use so that images look sharp on Retina screens and other high resolution computer screens. See Using a background image in high resolution (below).

Note: Freeway Express does not allow you to apply background images to items.

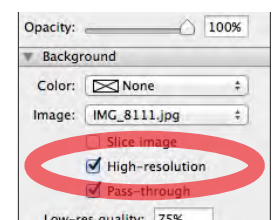
Applying a background image to an HTML item

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. From the **Image** popup menu, choose **Select...** and then locate the image you want as the background.
3. Click **Open**. Freeway applies the image to the item as a tiled background. To remove a background image, choose **None** from the **Image** popup menu.

Note: Internet Explorer 6 is unable to display transparency in background images.

Using a background image in high resolution

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. From the **Image** popup menu, choose **Select...** and then locate the image you want as the background.
3. Click **Open**. Freeway applies the image to the item as a tiled background.
4. Check the High-resolution option.



As soon as you check the High-resolution option you will see the image reduce in size by 50%. The reason for this is because the option uses a method called “@2x” which Apple recommends to make images display in high quality on Retina displays—and this requires the graphic to be output at 50% of its original physical size. Freeway will show you the graphic at 50% of its original size in the live preview on your page, so you can see how it will look on output even before previewing the page.

You can read further information on using high resolution graphics with Freeway in the article on the Softpress KnowledgeBase at <http://www.softpress.com/kb/questions/447/>.

Note: Freeway Express does not allow you to use high resolution background images.

Tiling a background image

Once a background image has been added to an item, the **Inspector palette** shows options you can use to control how the image is displayed. Both **Horizontal** and **Vertical** default to **Tile**, which will tile the selected image in both directions.

The options for **Horizontal** are:

- **Tile** is the default setting
- **Left** places the background image on the left side of the item
- **Center** places the image in the center of the item
- **Right** places the image on the right side of the item

The options for **Vertical** are:

- **Tile** is the default setting
- **Top** places the image at the top of the item
- **Center** places the image in the center of the item
- **Bottom** places the image at the bottom of the item

Sliced background images

Freeway can slice background images so that they can be used to apply a border or effect to an item. You will normally want to use an image that has a framed border and a uniform central area, which may be transparent or semi-transparent.

To create a sliced background image:

1. Apply a suitable background image to an HTML item.
2. Select the **Slice Image** checkbox.

There are no tiling options for sliced background images—the central slice of the image is tiled automatically.

When you resize an item with a sliced background, the background resizes automatically. This also happens when the item is viewed in a browser.

The content area of an item that has a sliced background is limited to the central slice—it cannot overlap the borders of the sliced background. Freeway displays the content area of a selected item as a green or blue dotted line within the item. (The color depends on whether the item is a CSS or table-positioned item.) You can also inset the content area to a greater extent by applying padding to the item.

The way in which a sliced background is output depends on the type of item, and the level of IE compatibility that is applied to the page on which the item sits:

- Table-positioned items are output using a table to hold the background slices.
- CSS items are output using CSS-positioned divs to hold the slices if **IE Compatibility** is set to **IE7** or **None**.
- CSS items are output using a table to hold the slices if **IE Compatibility** is set to **IE6/IE7**.

Note 1: Background images are automatically sliced if a graphic effect is applied to an HTML box.

Note 2: Internet Explorer 6 has a number of deficiencies in its support for CSS positioning, and is unable to display CSS-positioned slices correctly. If you do not need to support this browser, you can set the compatibility level to IE7 or None for non-table-positioned background slicing.

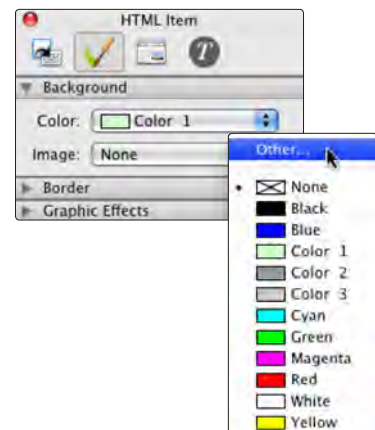
Borders in Freeway Pro

You can apply a variety of borders to both HTML and graphic items in Freeway Pro and Express. Freeway Express is covered on page 73.

Applying a border to an HTML item

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Select the **Border** checkbox.

This will set a default 1px black border around the HTML item. To change the color, click on the black color swatch on the right side of the **Inspector palette** and choose from the menu.



Click on the disclosure triangle in the **Border** section to reveal more options.

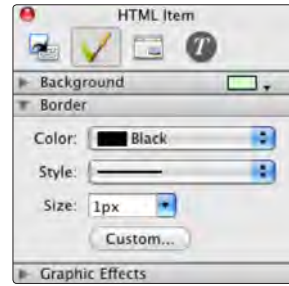
The options for HTML borders are as follows:

Color: The **Color** menu lets you choose a border color from the colors in your Freeway document. Choosing **Other...** from the popup menu allows you to create a new color.

Style: Gives a choice of 8 dash styles. The default is a solid line.

Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.

Custom: Clicking this button opens the **Custom Border** dialog where different border settings can be applied to the four sides of the selected item.



Applying a border to a graphic item

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Select the **Border** checkbox.

This will set a default 1px black border around the graphic item. To change the color, click on the black color swatch on the right side of the **Inspector palette**, as described in the HTML item section described earlier.

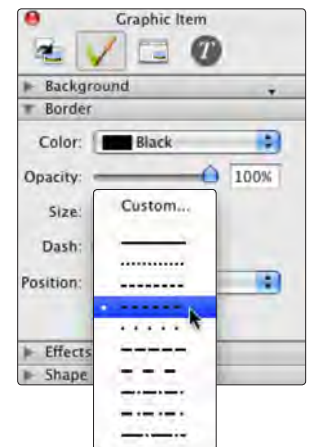
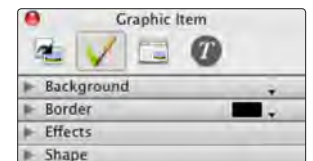
Click on the disclosure triangle in the **Border** section to reveal more options.

The options for graphic item borders are as follows:

Color: The **Color** menu lets you choose a border color from the colors in your Freeway document. Choosing **Other...** from the popup menu allows you to create a new color.

Opacity: Drag the slider to set the opacity of the border, or enter a percentage in the field and press **Return**.

Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.



Dash: Gives a choice of 10 dash styles. The default is a solid line. Choosing the **Custom...** option allows you to create new dash patterns.



Position: Sets the border on the **Outside**, **Center** (half outside, half inside) and **Inside** the item.



Filter: Provides options to **Emboss**, **Blur**, or **Scatter** the border.



Graphic border filters

Graphic border filters work best with border thicknesses of 5px or higher.

Border: Emboss

Angle / Altitude: Control the angle and height of the “light source” that generates the emboss effect. Changes can be made by clicking and dragging the control button, or entering numbers in the text fields.

Global: This checkbox, selected by default, ensures that the angle and height information is used across all similar settings on the current page, e.g. embossing graphic text, adding a drop shadow effect, etc.

Specular: Controls the percentage of specular highlight. Higher values make the object look smooth and shiny.

Diffuse: Specifies the percentage of diffuse lighting. Higher values make the object look rough or matte.



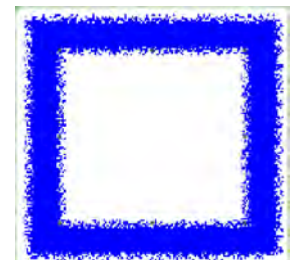
Border: Blur

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).



Border: Scatter

Radius: The slider controls the amount of scatter, from 0 (no scatter) to 20 (very scattered).

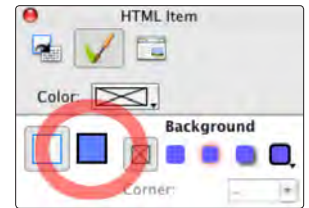


Power Tip: The **Shape Effects** and border **Filters** can be combined to give an almost infinite variety of borders. It pays to experiment with all the settings to see what happens. To clear any of the settings, choose **None** from the **Effect** or **Filter** popup menu.

Borders in Freeway Express

Applying a border to an HTML item

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.



2. Select the **Border** button.

This will set a default 1px black border around the HTML item. To change the color, and other attributes, click on the disclosure triangle to reveal more options.



The options for HTML borders are as follows:

Color: The **Color** menu lets you choose a border color from the colors in your Freeway document. Choosing **Other...** from the popup menu allows you to pick a new color.

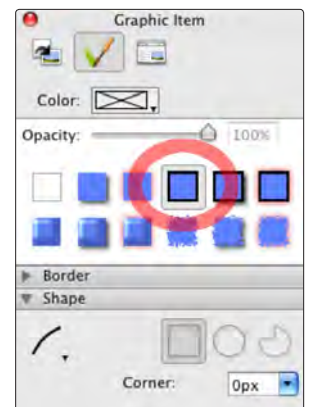
Style: Gives a choice of 8 dash styles. The default is a solid line.

Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.

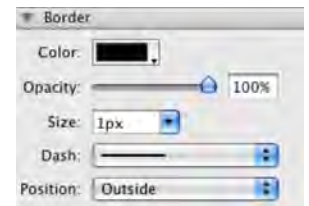
Applying a border to a graphic item

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Select the **Border** button.

This will set a default 1px black border around the graphic item.



Click on the **Border** disclosure triangle to reveal more options.



The options for graphic borders are as follows:

Color: The **Color** menu lets you choose a border color from the colors in your Freeway document. Choosing **Other...** from the popup menu allows you to pick a new color.

Opacity: Drag the slider to set the opacity of the border, or enter a percentage in the field and press **Return**.

Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.

Dash: Gives a choice of 10 dash styles. The default is a solid line.

Position: Sets the border on the **Outside**, **Center** (half outside, half inside) and **Inside** the item.

Graphic effects in Freeway Pro

(For graphic effects in Freeway Express, see page 76.)

Graphic effects can be applied to HTML or graphic items.

Applying graphic effects to HTML items

Graphic effects which are applied to HTML items are output as sliced background images. You can choose a background image in addition to a graphic effect—in this case the background image will be composited with the effect and sliced.

To apply a graphic effect to an HTML item:

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Choose a graphic effect from the **Graphic Effects** section.

There are six effects to choose from: **Background**, **Border**, **Outer Shadow**, **Inner Shadow**, **Outer Glow**, and **Inner Glow**.

You can also create effects with rounded corners by setting the **Corner radius**. If you set a large value, border slices will be correspondingly large and you will have a restricted amount of space for adding content.

You can remove a graphic effect by clicking a second time on the effect icon to deselect it, or by clicking on the far right of the section header for that effect (Freeway displays a minus icon under the mouse when you move it to this point). It is also possible to disable an effect without removing it: to do this, hold down the **Alt** key when you move the mouse to the right of the section header. Disabled effects are indicated by an eye with a red line through it—click on this a second time to re-enable the effect.

*Note: if you wish to set a background color on an HTML item that has a graphic effect, you should normally use the **Background** effect (in the **Graphic Effect** section) to do this. It is also possible to set a background color in the **Background** section of the **Item Appearance** panel—but this will color the entire background of the item (including transparent areas). This also applies to borders: you should normally use the **Border** effect (in the **Graphic Effect** section) rather than the HTML **Border** option to apply a border to an item that has other graphic effects.*

Applying graphic effects to graphic items

To apply an effect to a graphic item:

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Choose an effect from the **Effects** section.

There are five effects to choose from: **Outer Shadow**, **Inner Shadow**, **Outer Glow**, **Inner Glow**, and **Foreground**.

You can remove a graphic effect by clicking a second time on the effect icon to deselect it, or by clicking on the far right of the section header for that effect (Freeway displays a minus icon under the mouse when you move it to this point). It is also possible to disable an effect without removing it: to do this, hold down the **Alt** key when you move the mouse to the right of the section header. Disabled effects are indicated by an eye with a red line through it—click on this a second time to re-enable the effect.

Background effect (HTML items)

The **Background** effect allows you to set a graphic background on HTML items. In contrast to HTML backgrounds (which are set in the **Background** section of the **Item Appearance** panel), graphic backgrounds can be semi-transparent, and can also have rounded corners.

Color: This popup menu lets you choose an existing color for the background effect, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the background. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Border effect (HTML items)

The **Border** effect allows you to set a graphic border on HTML items. In contrast to HTML borders (which are set in the **Border** section of the **Item Appearance** panel), graphic borders can be semi-transparent, and can also have rounded corners.

Color: This popup menu lets you choose an existing color for the border effect, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the border. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.

Outer Shadow and Inner Shadow effects

The Outer Shadow and Inner Shadow effects allow you to apply an inner or outer shadow to HTML or graphic items.

Color: This popup menu lets you choose an existing color for the shadow effect, or choose a new color if required. The default shadow color is Black.

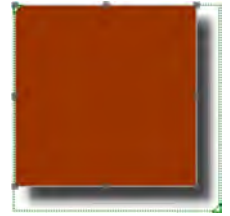
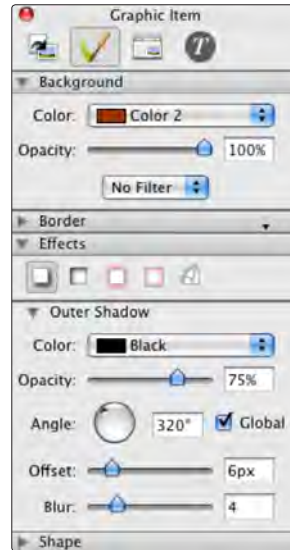
Opacity: The **Opacity** slider sets the transparency level of the shadow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Angle: Control the angle of the “light source” that generates the shadow effect. Changes can be made by clicking and dragging the control button, or entering numbers in the text field.

Global: This checkbox, selected by default, ensures that the angle and height information is used across all similar settings on the current page, e.g. embossing graphic text, etc.

Offset: The slider controls the amount the shadow is offset from the item, from 0px to 40px.

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).



Outer Glow and Inner Glow effects

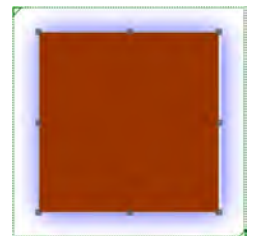
The Outer Glow and Inner Glow effects allow you to apply an inner or outer glow to HTML or graphic items.

Color: This popup menu lets you choose an existing color for the glow effect, or choose a new color if required. The default glow color is Red.

Opacity: This slider sets the transparency level of the glow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

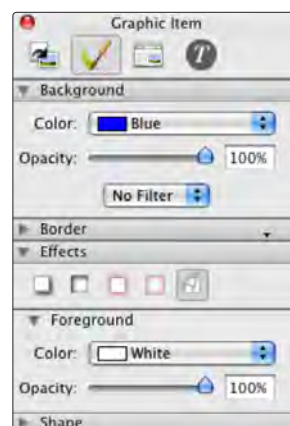
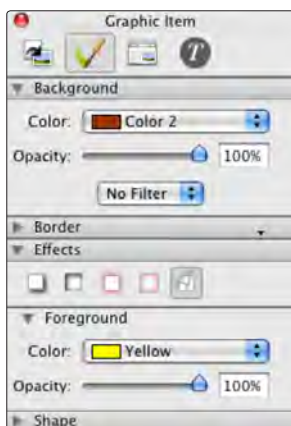
Spread: The slider controls the amount the glow is spread from the item, from 0 (default) to 10.

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).



Foreground effect (graphic items)

The Foreground effect allows a graphic item, such as a box containing a background color or an imported image (see screenshot below left), to influence the color of graphic text that is behind it (see screenshot below right).



Color: This popup menu lets you choose an existing color for the foreground effect, or choose a new color if required. The default foreground color is Blue.

Opacity: This slider sets the transparency level of the foreground color. The default setting is 100% (opaque).

Power Tip: Don't forget that all effects and filters can be freely combined in Freeway Pro. It will pay you to experiment with the various settings to see what effects you can create.

Graphic effects in Freeway Express

Graphic effects can be applied to HTML or graphic items.

Applying graphic effects to HTML items

To apply a graphic effect to an HTML item:

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Choose a graphic effect from the **Effects** area.

There are six effects (and combinations of effects) to choose from: **Background**, **Background with Shadow**, **Background with Glow**, **Border**, **Border with Shadow**, and **Border with Glow**.

You can also create effects with rounded corners by setting the **Corner radius**.

Note: if you wish to set a background color on an HTML item that has a graphic effect, you should normally use the color popup in the **Background** section. It is also possible to set a background color using the Color popup at the top of the **Item Appearance** panel—but this will color the entire background of the item (including transparent areas).

Applying graphic effects to graphic items

To apply an effect to a graphic item:

1. Select the item and choose the **Item Appearance** panel from the **Inspector palette**.
2. Choose a graphic effect from the **Effects** area.

There are four effects that can be selected in various combinations: **Shadow**, **Glow**, **Emboss**, and **Scatter**.

Background effect (HTML items)

The **Background** effect allows you to set a graphic background on HTML items. In contrast to HTML backgrounds, graphic backgrounds can be semi-transparent, and can also have rounded corners.

Color: This popup menu lets you choose an existing color for the background effect, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the background. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Border effect (HTML items)

The **Border** effect allows you to set a graphic border on HTML items. In contrast to HTML borders (which are set in the **Border** section of the **Item Appearance** panel), graphic borders can be semi-transparent, and can also have rounded corners.

Color: This popup menu lets you choose an existing color for the border effect, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the border. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

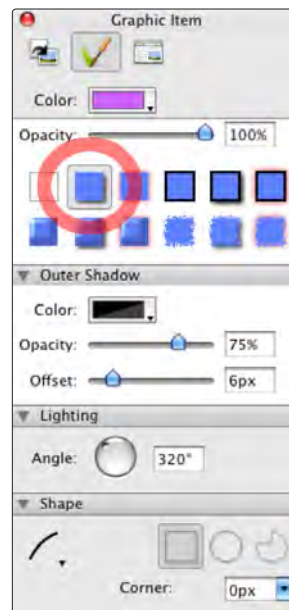
Size: Pick a border width from the preset list, or enter a figure in the text field and press **Return**.

Shadow effect

Color: This popup menu lets you choose an existing color for the shadow effect, or choose a new color if required. The default shadow color is Black.

Opacity: The **Opacity** slider sets the transparency level of the shadow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Offset: The slider controls the amount the shadow is offset from the item, from 0px to 40px.

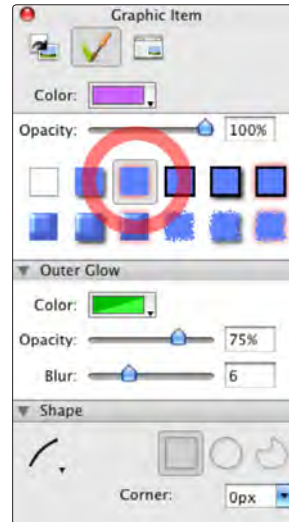


Glow effect

Color: This popup menu lets you choose an existing color for the glow effect, or choose a new color if required. The default glow color is Red.

Opacity: The **Opacity** slider sets the transparency level of the glow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

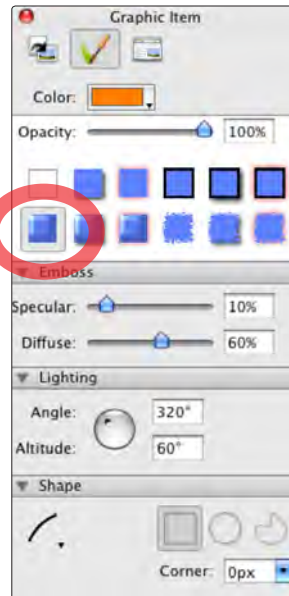
Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).



Emboss effect

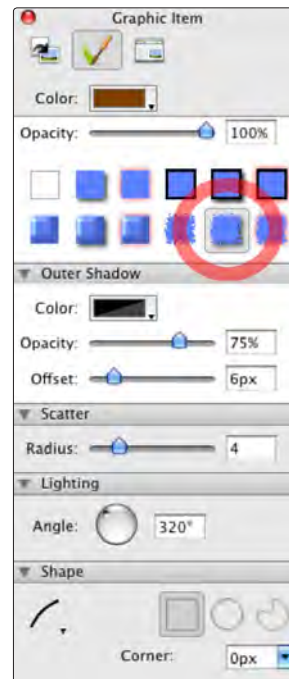
Specular: Controls the percentage of specular highlight. Higher values make the object look smooth and shiny.

Diffuse: Specifies the percentage of diffuse lighting. Higher values make the object look rough or matte.



Scatter effect

Radius: The slider controls the amount of scatter, from 0 (no scatter) to 20 (very scattered).



Lighting

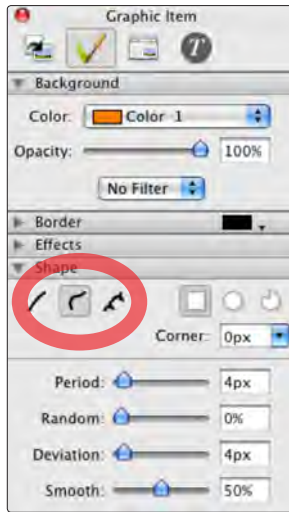
Angle / Altitude: Control the angle and height of the “light source” that generates the shadow and emboss effects. Changes can be made by clicking and dragging the control button, or entering numbers in the text fields. Note that any changes that are made to lighting are global—they affect all items on the current page that have a shadow or emboss effect.

Note: Borders in Freeway Express are covered on page 73.

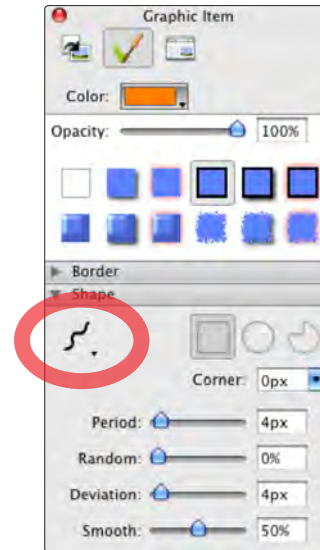
Shape effects

Shape effects can be applied to graphic items. They modify the basic shape of an item by adding a crack or wobble.

Wobble



Freeway Pro.



Freeway Express.

Period: The distance between each peak or trough, from 0px to 100px.

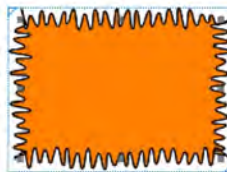
Random: Increases the randomness of the wobble.

Deviation: Causes the wobbles to vary by the entered amount, from 0px to 100px.

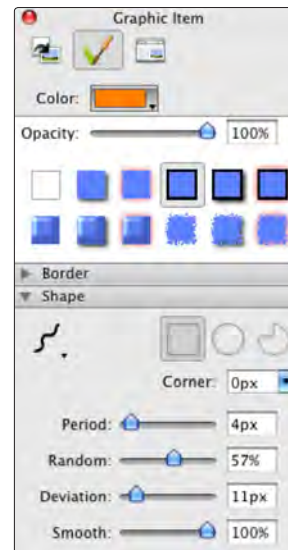
Smooth: Varies the smoothness of the wobble, from 0% (sharp) to 100% (smooth).



Freeway Pro.

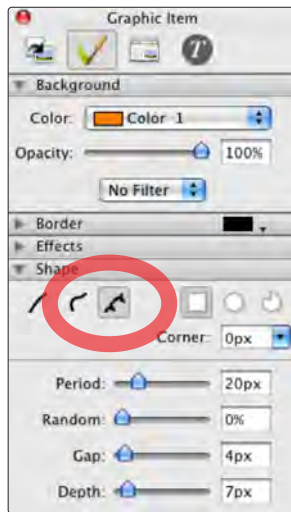


*It is possible to create an almost hand-drawn appearance using the **Wobble** shape effect.*

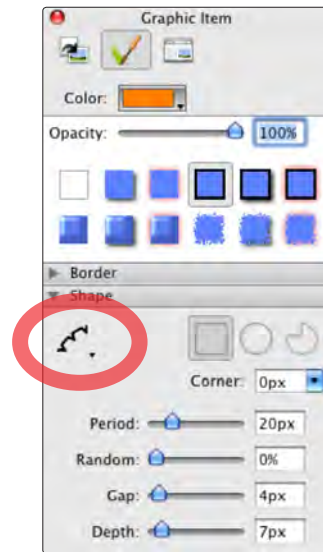


Freeway Express.

Crack



Freeway Pro.



Freeway Express.

Period: The distance between each crack, from 0px to 100px.

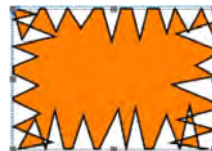
Random: Makes the cracks appear at random depths.

Gap: Varies the gap between cracks, from 0px to 100px.

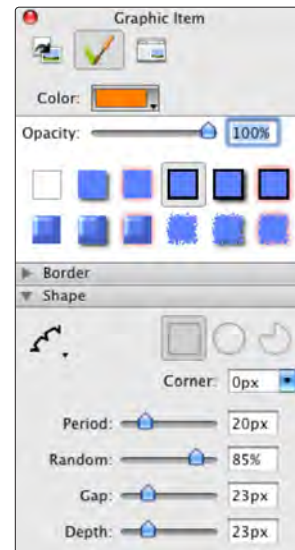
Depth: Varies the depth of the cracks, to a maximum of 100px.



Freeway Pro.



The **Crack** shape effect can be adjusted for a wide variety of effects.



Freeway Express.

Working with Text

When working with text, Freeway Pro offers three basic choices: standard HTML text, HTML text using Cascading Style Sheets (CSS), or graphic text. Freeway Express offers a simpler choice between HTML text and graphic text.

Note: *Freeway Express publishes HTML5. Only Freeway Pro supports full CSS text control and custom styles.*

The only way to make sure that viewers see text exactly as you intend is by exporting it as a graphic, usually in the GIF format, but this has serious drawbacks. Viewers cannot search graphic text, nor can they copy and paste it into documents as editable text. It increases file sizes and is generally slower to download. Furthermore, viewers with special needs, such as those with visual impairments, may not be able to access your text, while other viewers who may prefer text of a different size or font cannot alter its appearance in their browsers. Finally, search engines cannot read graphic text, which can affect your site's ranking. In short, graphic text lacks many of the advantages of the versatility and accessibility of HTML text. (See <http://www.w3.org/WAI/> for a discussion and guidelines about accessibility for the internet.)

HTML text has the following advantages over GIF text:

- It can be searched in browsers.
- It is fast to download and can be displayed quickly in browsers.
- It can be copied and pasted as editable text.
- It may be accessible to users with special needs.
- It can be resized in the browser (unless a fixed pixel size is specified in CSS text).
- It is used by search engines to evaluate a page's content and relevance.

As a result, many designers use HTML text for the majority of a page's content, reserving graphic text for distinctive layout elements such as headings, logos, and navigation bars.

This section explains how to work with text in a Freeway document. You can type in text yourself or import existing text from another source. Once you have text in your document, you can:

- Copy and paste it.
- Edit, correct and modify it.
- Search for and replace text strings.
- Check the spelling.
- Apply attributes and change styles.

For information on basic styling of HTML and graphic text in Freeway, see *Styling text* on page 152.

Adding text

There are several ways to add text to a Freeway document. You can import text saved as plain text or as styled text in Rich Text Format (RTF). Freeway does not currently import text files in other text formats.

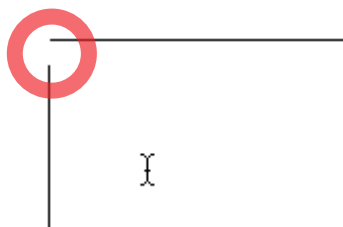
To add text:

- Type in the new text directly.
- Import a text file previously prepared in another application.
- Paste in text that has been copied to the clipboard from another Freeway document or another application.
- Drag text from another application that supports Drag and Drop.

Typing in new text

To type new text directly into an HTML or graphic box:

1. Using the **Selection tool**, click on the box to select it (if it is not already selected).
2. Click inside the box to position the cursor. A flashing vertical bar appears at the insertion point.



The text cursor is used to place text in HTML or graphic item boxes. In an empty box, the flashing insertion point appears at the top left corner.

3. If there is already text in the box, you can move the insertion point to another position, either using the arrow keys or by clicking at the new position.
4. Begin typing. To start a new paragraph, press **Return**.

The style of the new text depends on where you started. If you started typing inside an existing run of text, the new text will have the same style as the rest of the run. If no style has been assigned, the new text appears in the default style.

Note: Freeway Express does not support the saving of custom styles.

Importing a text file using the Import Text command

To import a text file prepared using a word processor or some other application and saved in text only format, styled text, or Rich Text Format (RTF):

1. Using the **Selection** tool, click on the box to select it (if it is not already selected).
2. Click inside the box to position the cursor where you want the imported text to appear.
3. Choose **Import Text...** from the **File** menu. The **Import** dialog displays all the available text files.
4. Find and select the name of the file you want.
5. Click **Open**.

The text is imported into the selected box. The new text will take on the style of the surrounding text, if it doesn't already have a style.

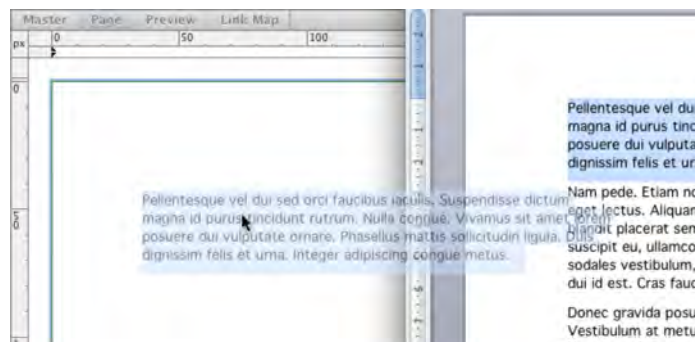
Importing text using drag and drop from the Finder

1. In the Finder, locate the text file you want to import.
2. Drag the file onto the Freeway document window. The text is imported at the pointer position.

A text file can be dragged into a previously drawn box, or straight onto the page. Dragging straight onto the page will make Freeway create a box to contain the text. In either case, the box will become large enough to contain all the text, and may cause the page depth to grow to accommodate it.

Importing text using drag and drop from another application

1. Open the document window of the application containing the text you wish to be dragged into Freeway.
2. Position/resize the window so you can see the Freeway page into which you want to drag the text.
3. Highlight the text you wish to drag.
4. Drag the text into Freeway.



As with dragging and dropping text files from the Finder, you can drag text over an existing box or straight onto the Freeway page.

Pasting text via the clipboard

1. Open the document containing the text you want to insert.
2. Select the text and choose **Copy** from the **Edit** menu to copy it to the clipboard.
3. Place the cursor at the insertion point in your chosen Freeway document and choose **Paste** from the **Edit** menu.

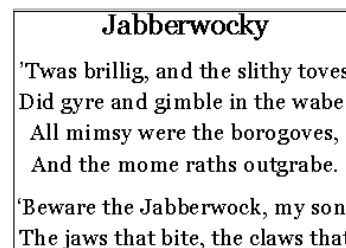
Choose **Paste And Match Style** from the **Edit** menu if you wish the pasted text to adopt the style of surrounding text in Freeway.

Choose **Paste Markup** from the **Edit** menu if you wish to paste HTML markup into Freeway.

When text doesn't fit in a box

If text is too large for the box that contains it (either because you're working with a large text size or because there are more words than will fit), what happens next depends partly on whether the box is an HTML item (displayed with a blue or green outline in Freeway) or a graphic item (displayed with a gray outline in Freeway).

Text in a graphic item will overflow, and the overflow icon (a small square with a diagonal cross) will be displayed in the bottom right hand corner.



A small square with diagonal cross in the bottom right corner indicates text overflow in a graphic item text box.

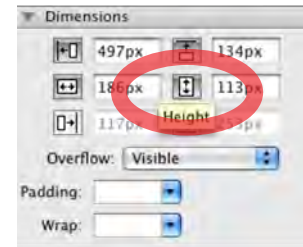
Text in a table-positioned HTML item (with a blue outline) will not overflow. Instead, the item will grow vertically to display all the text it contains. If necessary, the page height will also increase to accommodate the new height of the item.

Text in a CSS-positioned HTML item (with a green outline) will overflow unless the item has undefined height. You can choose whether the overflowed text should be visible outside its box, or whether it should be hidden, or whether a scroll bar should be displayed. Generally, CSS boxes which contain text should be set to have undefined height, so that the text does not overflow. To do this, deselect the **height** button in the **Dimensions** section of the **Inspector palette**.

HTML items that have grown because of text overflow can also shrink vertically if the amount of room required by the text changes.

You can resize a text box to fit its content by choosing **Fit Box to Content** from the **Item** menu.

You can cause the text to “flow” into a second box by linking boxes in a chain before or after importing text. For details on how to link text boxes in a chain, see *Linking and unlinking text boxes to form a chain* on page 61.



Editing text

In order to use Freeway’s text editing options, you must first select some text. Click twice on a box using the selection tool to begin editing text.

Highlighting text using the Selection tool

Use the following techniques to select text:

- Drag the cursor with the mouse button down over a run of text to select it.
- Place the cursor over a word and double click to select it.
- Place the cursor in a box and press **Command-a** to select all the text in a “story” (the text in either a box or a flowed series of boxes).

Clicking repeatedly on some text with the selection tool will highlight different ranges of text depending on how many times you click:

- **Double-click** to select a word.
- **Click three times** to select the line.
- **Click four times** to select the paragraph.
- **Click five times** to select the entire story (list block if you’re editing a list).

You can also use keyboard shortcuts to select text—for more information on Freeway keyboard shortcuts, see the Appendix on page 243.

Moving text

To move text, cut it to the clipboard and paste it in at a new position. With this method you can move text from one place to another within a story, from one story to another, or from one document to another.

Use **Paste and Match Style** if you wish the pasted text to take on the style of the surrounding text.

Note: Freeway does not support drag and drop text editing.

Searching for and replacing text

You can find or replace instances of words, combinations of words, and characters in selected text, stories, or documents. Searching will include graphic and HTML text in your document.

Finding a text string

To search for a text string in Freeway:

1. Choose **Find...** from the **Find/Replace** submenu in the **Edit** menu.
2. Freeway displays the **Find** dialog box.
3. Enter the text you want to search for.
4. Choose which part of the document to search from the following options in the **Range** popup menu:

Document: Searches within all stories in a document.

Page: Searches within all stories on the current page.

Story: Searches within the story where the cursor is placed (this option is disabled if nothing is selected).

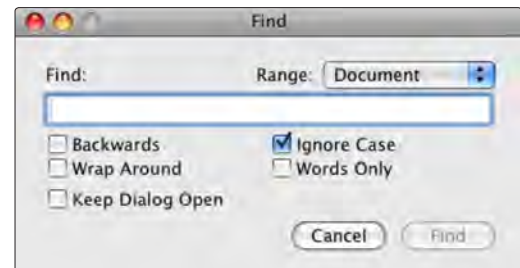
Item: Searches the box containing the cursor (this option is disabled if nothing is selected).

5. Choose from the following options:

Backwards: Searches the run of text backwards from the cursor position.

Wrap Around: Searches to the end of the specified range (or the beginning, if **Backwards** is checked), then continues from the start (or end) of the text, returning to the cursor position. If **Wrap Around** is unchecked, Freeway searches to the end of the specified range.

Ignore Case: Finds characters typed in either upper- or lowercase.



Words Only: Matches text to whole words and does not locate specified text within words. For example, use **Words Only** to locate the word “one” but ignore the word “done”.

Keep Dialog Open: Leaves the dialog box open after the search is completed. In this mode, when Freeway has searched to the end of the document or selection, a warning dialog is displayed.

6. Click **Find**.

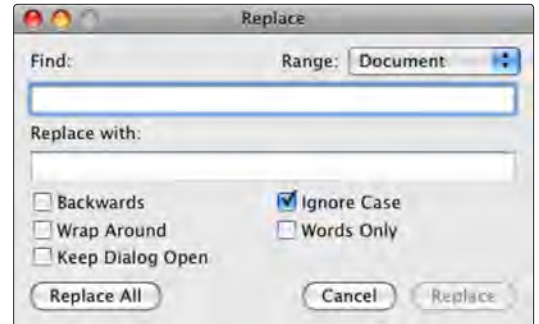
Finding a selection

Highlight the text you need to find and choose **Find Selection** from the **Find/Replace** submenu in the **Edit** menu. Freeway will then find the next instance of the selected text. Note that the **Find Next** command finds subsequent instances of the selected text.

Replacing a text string or selection

You can search for a text string (or occurrences of a highlighted selection) and then replace it with another string:

1. Choose **Replace...** from the **Find/Replace** submenu in the **Edit** menu. The **Replace** dialog box appears.
2. Choose the **Range** you want to search from the popup menu.
3. Enter the text you want to replace in the **Find** text field.
4. Enter the replacement text in the **Replace with** text field.
5. Choose from the other available options. These are the same as the options described for **Find** earlier in this section.
6. Click **Replace** to replace the next instance and then stop. Click **Replace All** to search the story, item, page, or document and automatically replace all the instances of the specified text.



Note: You can undo a **Replace** operation but not a **Replace All**.

Freeway then finds and replaces the text. If **Keep Dialog Open** is selected, the dialog box remains open for you to use again. If you have closed the **Replace** dialog, choosing **Replace Next** replaces the next occurrence of the text without displaying the **Replace** dialog box.

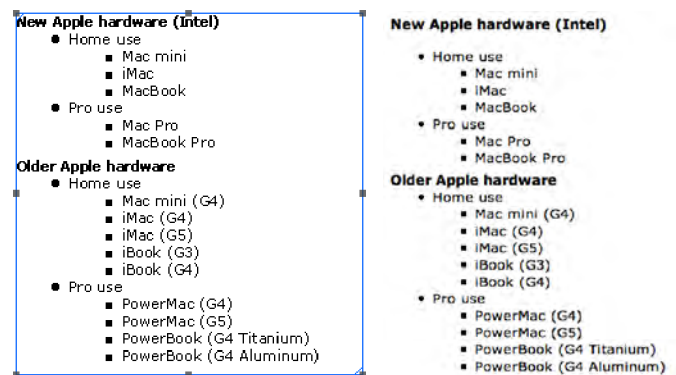
Working with lists

You can create HTML lists in Freeway. Lists are a special kind of indented paragraph with a leading bullet character. There are 10 list styles you can choose from.

Creating lists

To create a list:

1. Select the paragraphs that you wish to make into a list.
2. Open the **List** section of the **Text General** panel of the **Inspector palette**.
3. Click on the **Increase List Indent** button (↷). This will indent the selected paragraphs by one level, making them into an HTML list so that each paragraph is a list item within the list. Alternatively, you can use the **List** entry in the **Style** menu, or the keyboard shortcut **Alt-Command-Right Arrow**.



An HTML list as it appears in Freeway (left), and in a browser (right).

To change a list item back into a non-list paragraph, select it and click on the **Decrease List Indent** button (↶), or use the **List** entry in the **Style** menu, or the keyboard shortcut **Alt-Command-Left Arrow**.

Nested lists

You can also create nested lists (lists within lists). To create a nested list:

- 1 Select the list items that you wish to make into a nested list.
- 2 Click on the **Increase List Indent** button (↷) in the **Inspector palette**.

Note: A list requires a list item to contain it—so Freeway does not allow you to have a list at indent level 2 without a list item at indent level 1 preceding (containing) it.

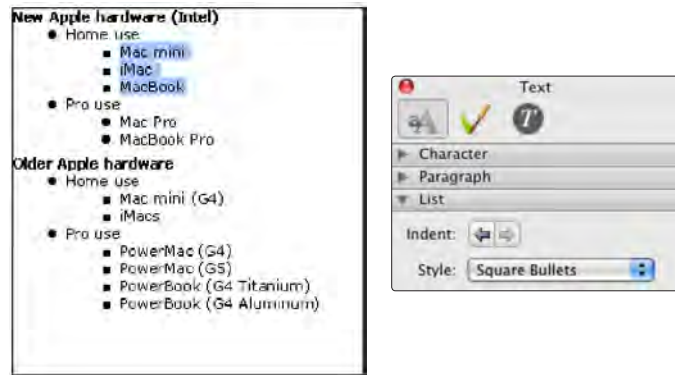
Inserting a return into a list item will create a new list item within the current list block. Typing **Shift-Alt-Return** at the end of a line will create a new list block at the current list depth.

List styling

Lists can be styled in various ways (bulleted, numbered, etc.) A list that has no styling will default to being a bulleted list — to change the type of list, simply click within it and apply an appropriate list style.

List styling will not have any visible effect unless it is applied to list items.

The **Styles Inspector** shows styles from any ancestor list block containing the whole of the current selection (*Freeway Pro* only).



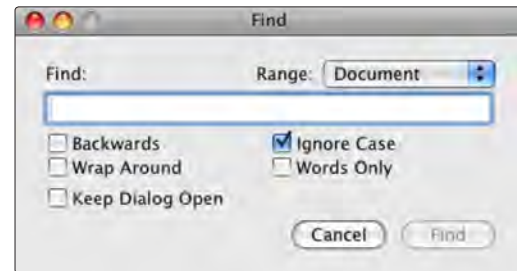
Selecting lists for editing

Clicking five times in a list will select the whole list from the start to the end of the list block in which you click. You can then use Freeway's styling tools to change the appearance of the text, or change the indent levels as described earlier.

Graphic lists

List styling can also be applied to graphic text paragraphs, whether the text is contained in an HTML item or a graphic item. The published text will be output from Freeway as a graphic. For more information about using graphic text in Freeway, see *Graphic text* on page 87.

Vertically set graphic text can also be made into lists. For more information on using vertical text, see *Vertical text* on page 91.



Checking spelling

Freeway Pro and Express make use of the spelling dictionaries installed with Mac OS X. If Freeway finds a word that is not in the dictionary, it offers alternatives if possible. You can also add new words to the system dictionary using Freeway's spelling dialog.

Since checking spelling is not context-sensitive, Freeway will not pick up words that are spelled correctly but in the wrong place. If a word is correctly spelled but doesn't appear in the selected dictionary, Freeway will identify it as unknown. You then have the option of adding these words to the dictionary.

To check spelling

- Choose **Spelling...** from the **Edit** menu.
- Choose **Document** from the **Check** popup menu to check the entire Freeway document, **Page** to check the current page, **Story** to check the item or linked HTML items containing the text insertion cursor, or **Item** to check just the currently selected HTML or graphic item.
- Click the **Start** button to start checking.

The most likely suggestion is provided in the **Change to** box.

Alternatively, you can select one of the other suggestions by clicking it in the **Suggestions** scrolling list.

- Click the **Change** button to change the unknown word to the selected word.
- Click the **Ignore** button to ignore the unknown word and continue checking.

Change All and **Ignore All** apply the corresponding option to all subsequent occurrences of this word in the document.

- Click the **Add** button if the unknown word is correct and you want to add it to your Mac OS X user dictionary so it will not be flagged in future spelling checks.



To remove a word from your user dictionary, type or paste the word into the **Change to** field and click the **Remove** button.

Checking spelling in other languages

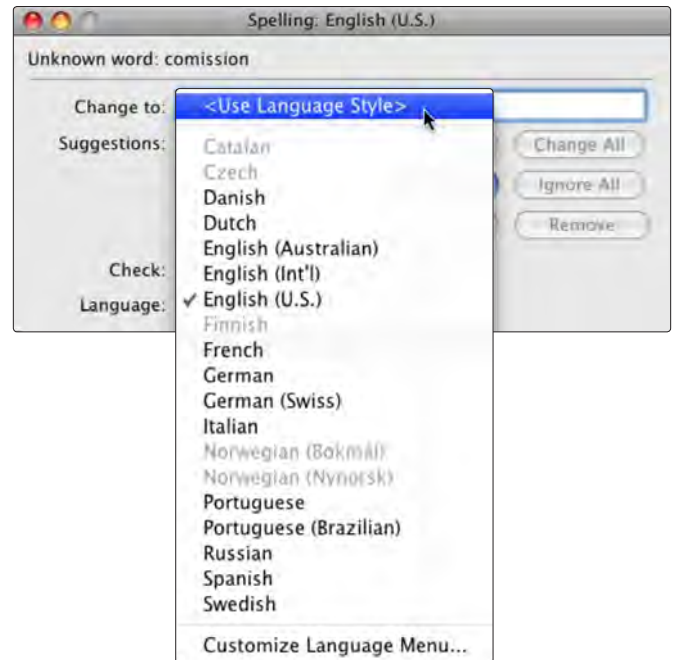
You can work with text in several different languages in the same Freeway document. You can apply a language to highlighted text using the **Language** submenu on the **Style** menu. Once the language is identified and the appropriate dictionary installed, Freeway will automatically use the correct dictionary to carry out the spelling check.

Freeway ships with language support for Catalan, Danish, Dutch, English (US, Australian, International), Finnish, French, German, German (Swiss), Italian, Norwegian (Bokmål and Nynorsk), Portuguese, Portuguese (Brazilian), Spanish, Swedish, Russian, and Czech.

Checking text using more than one language

If you're checking a selection of text that includes more than one language style, you need to click on the **Language** popup menu in the **Spelling** dialog box and choose **<Use Language Style>**. Freeway can then use the appropriate dictionaries to carry out the spell check.

1. Choose **Spelling** from the **Edit** menu. Freeway displays the **Spelling** dialog box.
2. Click on the **Language** popup menu to display the available language dictionaries.



3. The **Language** popup menu shows the language currently applied. The **<Use Language Style>** option sets Freeway to use the appropriate dictionary for the language applied to the text. Alternatively, you can choose to check all of the text against one dictionary. In this case, select the language name from the popup menu.
4. Click **Start** to start the spell check. Freeway automatically searches the appropriate dictionaries as it reaches text in different language styles.



Exporting text

To export the contents of the current item as a text file, make sure you have an insertion point or a text selection in the item. Then choose **Export...** from the **File** menu. Fill in an appropriate file name, choose a location on your hard drive to save the file, and click **Save**.

The entire text content of the current box will be exported as a text file.

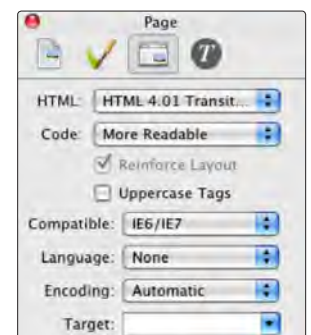
Language encoding FW Pro only

The **Encoding** popup on the **Page Output** panel in the **Inspector palette** allows you to select a target language. This lets you create pages in Japanese, Russian, or any language supported by your operating system and Freeway.

Note: Language encoding is not supported in Freeway Express.

Here's how encoding works in Freeway:

When you select encoding for a page, a *Meta Tag* is added to the document to specify the language. The items in the encoding popup show the Internet names for these languages. The browser uses this encoding to decide what character set to use for displaying a page—this means that accented characters can be output directly into the HTML (such as “Ö” rather than “ö”).



The encodings options are also tied in with fonts selected in the **Text** panel in **Document Setup**. Each encoding is associated with both a fixed and a proportional font, which will be used only for display in Freeway. The fixed and proportional fonts are meant to represent the default fonts used for these encodings by the browser. To select other fonts for HTML text, you need to use the **Font Sets** dialog in the **Edit** menu to set them.

Checkboxes and radio buttons for Form items use the fixed version of the font. The same is true for straight HTML text where a fixed font has been specified.

In addition to text in HTML boxes, some other fields (namely the title, alt text and form items) are also affected by the encoding. This means that on a non-Roman page (such as Japanese or Russian) the fields can be entered either in that language or in Roman.

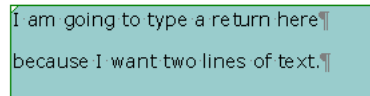
Power Tip: By default the **Encoding** popup menu is set to **Automatic**. Unless you specifically need to set a page's encoding to match a language, leaving the encoding at **Automatic** means Freeway will choose the correct output according to the text on the page.

Note: For HTML text in a non-Roman language, the viewer's browser will require suitable language support to display the page correctly.

Issues that affect HTML text

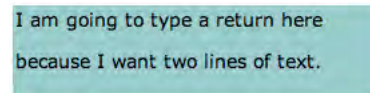
Line breaks

With HTML text, the word processor technique of getting your layout right using the space bar and returns does not readily apply. In general, when using HTML text, you should not “force” line breaks—unless you do it with extreme care. For instance, you can type the following in Freeway, forcing a return after the word, “here”:



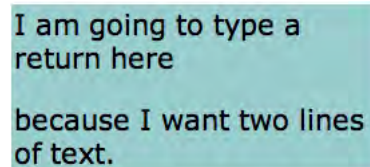
I am going to type a return here
because I want two lines of text.

This is how it may appear in the browser:



I am going to type a return here
because I want two lines of text.

Here it looks fine. But if it is viewed in the browser at a slightly larger font size, this is how it appears:

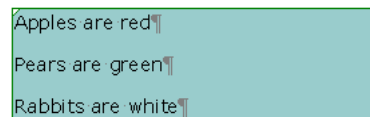


I am going to type a
return here
because I want two lines
of text.

The solution is not to force returns but to let the text wrap naturally. The result is less control, but less damage. If you absolutely need a bit of text to wrap in a certain way, you'll have to make it a graphic or use CSS fixed sizes (*Freeway Pro only*). Just be aware that if graphic text is used, it is no longer text when viewed in the browser, and it loses the ability to be recognized by search engines or copied and searched by users. The best method is to accept the flexible nature of HTML and work with it. (For a discussion of the relative merits of HTML and GIF text, see page 80.)

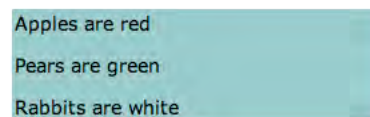
Soft returns

You may have a line of text with a few words and you don't want it to “word wrap”, as in the following example. This is how it appears in Freeway:



Apples are red
Pears are green
Rabbits are white

And this is how it appears in the browser:



Apples are red
Pears are green
Rabbits are white

But maybe you don't want such a big space between each line. In HTML, you can type a "soft return", which will keep the formatting of the previous line and not insert the customary spacing of a new paragraph (although you can adjust the space between paragraphs with CSS, this is not supported in Freeway Express). If you hold the **Shift** key as you press **Return**, you will insert a "soft return" and your result will be like this:

```
Apples are red
Pears are green
Rabbits are white
```

This is how it appears in the browser:

```
Apples are red
Pears are green
Rabbits are white
```

Spaces/Non-breaking spaces

In HTML multiple spaces are treated as a single space. If you want them to be recognized in HTML text, you must use non-breaking spaces. To insert a non-breaking space in Freeway, hold the **Alt** key as you type a space.

Tabs

Tabs are not supported in Freeway, and pressing the **Alt** key will simply insert a space character. To set tabular information in columns, create a table and use the rows and columns to organize the material. For more information on using tables, see *Working with tables* on page 177.

Quotation marks

If you want to insert curly quotes (") instead of straight quotes (") in your HTML text, you must type them manually—press **Alt-[** on the keyboard for the left quotation mark and **Shift-Alt-[** for the right one. For single quotes ('), press **Alt-]** and **Shift-Alt-]**.

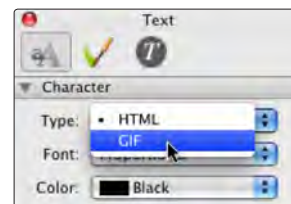
Graphic text

Unlike many HTML-editing programs, Freeway offers the ability to export text as anti-aliased, web-ready graphics that remain fully editable in Freeway. This reduces the need to use an image-editing program to create high-quality bitmap artwork for publishing on the web.

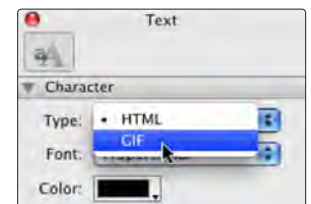
Graphic text can be created in two ways:

- Create a graphic text box that will export as a graphic using the GIF export format.
- Highlight a run of text and apply GIF paragraph or character formats using the **Text General** panel of the **Inspector palette**.

When working with graphic text, a wider array of formatting options is available than with HTML text, and the final appearance of the text is guaranteed since it is exported as an image when the site is published. Graphic text remains editable in Freeway.



Freeway Pro



Freeway Express

Graphic text character attributes

You can apply character attributes such as font, size, text color, and spacing to graphic text with options in the **Style** menu and **Inspector palette** (see *Styling text* on page 152, and *Working with styles* on page 167 (*Freeway Pro only*)). Because you are creating a graphic, not exporting text, you can use a much wider range of attributes than those available using HTML.

However, the disadvantage of working with GIF text is that because you are creating graphics of the text, the GIF text is slower to download and lacks certain user functions of HTML text, such as access and the ability to do text searches. (For a discussion of the relative merits of HTML and GIF text, see page 80.)

Note: Custom styles are not supported in Freeway Express. Styles can still be applied to graphic text using the **Style** menu and the **Inspector palette**.

Typography settings FW Pro only

With OpenType fonts, and also certain TrueType fonts that are installed as standard with OS X, a **Typography** panel appears in the **Inspector palette** when text set in these fonts is selected. This panel gives access to extra typographic features that may be embedded in the font, such as custom ligatures, fractions, tabular numbers etc.

Font

You can apply a different font to a run of text using the **Font** popup menu in the **Text General** panel of the **Inspector palette** or the **Style menu**. Some typefaces are available in several different fonts (such as Book, Oblique, Black). If you want to embolden a word, for example, it's best to choose a bold font of the current typeface rather than applying the bold or italic type styles, especially if the text is to be used at large sizes.

Freeway Pro supports both PostScript Type 1, OpenType and TrueType fonts. If you have any QuickDraw GX fonts, these are also recognized.

Freeway Express supports only TrueType fonts and PostScript Type 1 fonts.

Missing fonts

If you open a document containing text in a typeface for which you have no corresponding fonts installed, Freeway will bring up the **Missing Fonts** dialog.

From this dialog, you can choose a replacement for each of the missing fonts by clicking the **Edit...** button.

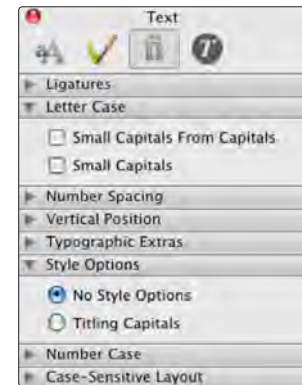
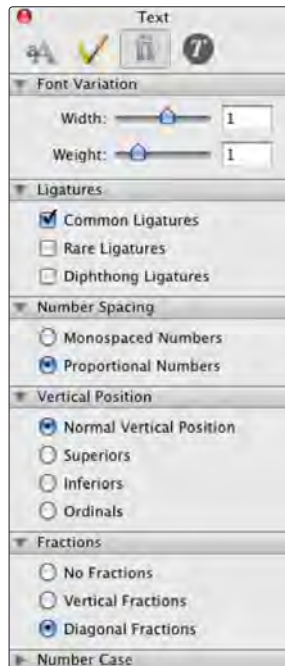
Clicking the **Edit...** button opens the **Select Font** dialog.

You can choose any of the active fonts on your system to replace the missing font. Note that choosing a font that is very different in style to the missing font may cause text to overflow in your Freeway document.

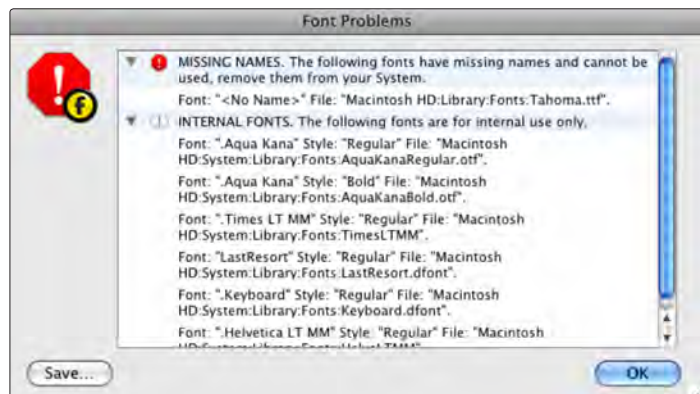
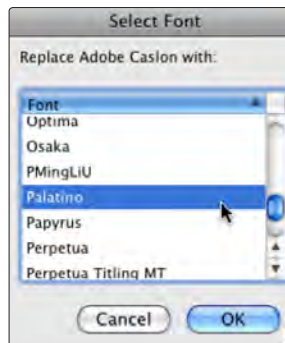
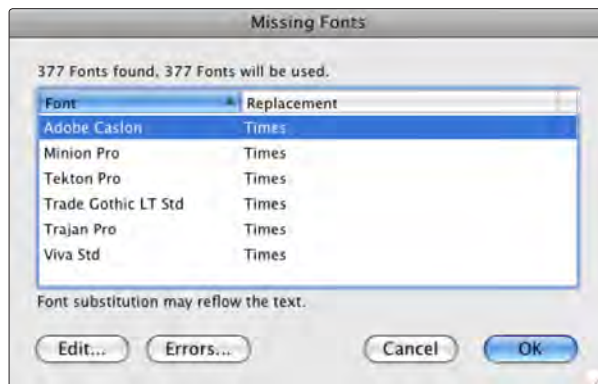
Clicking the **Errors...** button opens the **Font Problems** dialog.

This shows a list that contains information about the missing fonts in your document. If you wish, you can save the errors list as a text file by clicking the **Save...** button.

Note: If the missing font is required for the document you are opening, you will need to quit Freeway, activate the font, then relaunch Freeway. This is because Freeway scans installed and active fonts at start-up, but does not scan for newly activated fonts while it is running.



The **Typography** panel on the left is for the standard OS X installed TrueType Palatino font; that on the right is for an Adobe OpenType font.



Size

You can change the size of a character or selection using the **Style** menu, or the **Text General** panel of the **Inspector palette**. Freeway also provides keyboard shortcuts for altering the character size.

Character size values can be between 1 pixel and 3000 pixels.

Style

If no suitable bold or italic font exists for a typeface, you can apply basic type styles by choosing from the **Type Style** options in the **Style** menu or using the buttons in the **Inspector palette**.

Style: **B** *I* U **W** **0** **8**

Available type styles include **Bold**, **Italic**, **Character underline**, **Word underline**, **Outline**, and **Shadow**.

The **Type Style** menu offers these options plus **Condense**, which closes letters together, and **Extend**, which spreads letters apart.

Color

You can change character color using the **Style** menu, the **Inspector palette**, or the **Styles & Colors palette**. Freeway Express does not have a **Styles & Colors palette**.

Opacity

You can change the opacity of text to give transparency effects.

Shift

shift

You can change the baseline shift of a highlighted run of text using either the **Shift** command on the **Style** menu or keyboard shortcuts.

Width

You can change the width of text using the **Style** menu. These values apply an artificial stretch to the characters.

Weight

You can change the typographic weight (boldness) of a character using the **Style** menu.

These values apply an artificial weight to characters. Choose directly from the list of standard weights displayed in the **Style** menu, or apply a custom weight.

Slant

You can change the slant of a character using the **Style** menu. Choose directly from the list of standard values displayed in the **Style** menu. Positive values produce a slant forwards from the normal upright posture of the typeface design and negative values a slant backwards.

Spacing

You can uniformly increase or decrease the space between individual characters. You can use this to “kern” characters.

Character spacing may be altered using the **Style** menu or the **Text General** panel in the **Inspector palette**. Freeway also provides keyboard shortcuts for changing the character spacing. See page 245 for a list of styling shortcuts.

You can increase or decrease the character spacing by choosing **Increase Spacing** or **Decrease Spacing** from the **Spacing** submenu in the **Style** menu. This changes the spacing by 5% for each selection. If you hold down the **Alt** key before choosing the menu, the change will be 1%.

AV

Applying a spacing attribute, with the “caret” (flashing insertion point) placed between two characters, will kern that character pair.

Keyboard shortcut commands for kerning are the same as those used to control character spacing. The difference is that kerning occurs if the caret is simply placed between two characters. Spacing occurs if two or more characters are selected.

Language FW Pro only

In Freeway Pro, text always has a language associated with it; and you can use more than one language in the same document. The default language (defined as part of the **Default fonts** using the **Text** panel of the **Document Setup** dialog box) is automatically applied if you don’t explicitly assign a language to a run of text, in other words leave the **Encoding** popup menu set to **Automatic**.

Making sure the correct language is applied to text is important because Freeway uses the information to identify the correct dictionaries for spelling. See *Checking spelling* on page 84.

Graphic text paragraph attributes

You can set paragraph attributes such as alignment, indents, leading, and spacing to graphic text with options in the **Style** menu, and **Inspector palette**. See *Styling Text* on page 152 (*Freeway Pro only*).

If you are working with text in an HTML text box and choose GIF paragraph formatting, your character attributes will also have GIF formatting options. This is because you cannot have HTML character formats within a GIF paragraph. When you select a GIF paragraph, the **Format** popup menu in the **Character** area of the **Text panel** disappears and the panel changes to reflect GIF character options. HTML character attributes currently applied to the text are translated into their GIF equivalents.

Leading

Leading is the spacing between lines of text. It can be set using the **Style** menu, or the **Text General** panel in the **Inspector palette**. For more information on leading, see *Paragraph attributes: Leading* on page 165.

You can set leading to be automatic or fixed. Automatic leading is specified as a percentage. The default setting of 100% means that interline spacing is nominally the same as the type pixel size.

Fixed leading sets the line spacing to the same amount regardless of the point size applied to the text. For example, 14 pixel leading provides a spacing of 14 pixels between the baselines of the text, regardless of the actual point size of text in the paragraph.

You can choose an absolute point size or an automatic percentage.

You can also choose **Increase Leading** or **Decrease Leading** from the

Leading submenu in the **Style** menu to alter the leading point size by 1 pixel or 10% (depending on whether the current leading is in points or percent). If you hold down the **Alt** key as you select the menu, the leading will change by 0.1 pixel or 1%. You can also use the keyboard shortcuts listed next to the appropriate menu options. Choosing **Other...** from the **Leading** submenu in the **Style** menu displays a dialog box into which you can type a custom leading.

fwas brillling and the slithy toves did gyre and
gimble in the wabe. All mimsy were the
borogroves, and the mome raths outgrabe.
Beware the Jabberwock, my son, the jaws that
bite, the claws that catch. Beware the Jubjub
bird, and shun the frumious Bandersnatch.

100% leading

fwas brillling and the slithy toves did gyre and
gimble in the wabe. All mimsy were the
borogroves, and the mome raths outgrabe.
Beware the Jabberwock, my son, the jaws that
bite, the claws that catch. Beware the Jubjub
bird, and shun the frumious Bandersnatch.

150% leading

Alignment

You change the alignment of a paragraph using the **Style** menu or the buttons on the **Inspector palette**. To use the **Style** menu, select the text or place the cursor in the paragraph, choose **Alignment** from the **Style** menu and select the alignment from the list.

The available alignments are **Left**, **Right**, **Center**, **Justified**, and **Force Justified**.

The difference between **Justified** and **Force Justified** is in the spacing of the words on the last line of a paragraph—**Forced Justified** spreads the words to fill the whole line while **Justified** left-aligns the last line.

Align:

You can also use the **Text General** panel in the **Inspector palette** to apply alignment. Click on the preferred **Align** button to choose the alignment.

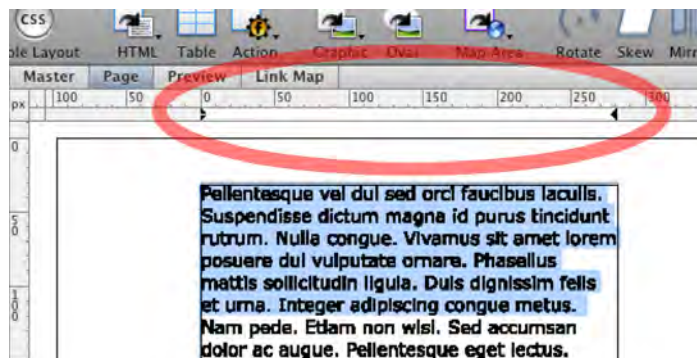
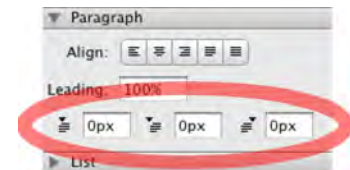
Indents

You can set indents for paragraphs with the ribbon that appears in the horizontal ruler above the text when you select text, or you can use the **Inspector palette**.

The options available in the **Text General** panel of the **Inspector palette** are indenting the first line, the left edge and the right edge.

To set indents using the ribbon, select the text you want to change, then drag the triangles in the ribbon to your chosen positions for the left, right, and first line indents. You can only use the ribbon for GIF text. It does not apply to HTML text.

To set the distance between the text and its bounding box in a graphic text item, see *Integrating items and text: Setting an inner inset* on page 60.



Space before and after paragraphs

You can set the space before and after paragraphs using **Space Before** and **Space After** in the **Style** menu. Values can be entered as either a percentage or pixels.

Word and letter spacing

The **Edit Styles** dialog box allows you to create new rules for the font spacing of words and letters in justified text. Any changes are stored as a new style and applied when that style is applied to text. Standard word and letter spacings are applied in the Default style. You can change the minimum, optimum and maximum values for each type of spacing.

For more information about using custom styles in Freeway Pro, see *What are styles?* on page 153, *Styling Text* on page 152 (*Freeway Pro only*).

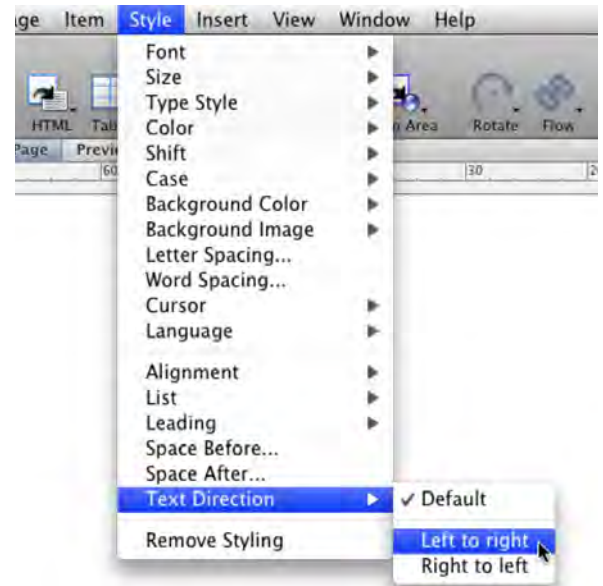
Word space:
Letter space:

Text direction


If you work with languages which are generally read from right to left, such as Hebrew or Arabic, Freeway automatically handles the punctuation and direction from the input text. For example, in Hebrew text, punctuation defaults to the left of the paragraph. If you want to override the default setting, select the **Text Direction** submenu in the **Style** menu. This command is available for HTML and graphic text.

The text direction setting can also be controlled from the **Edit Styles** dialog by assigning the text direction to a character or paragraph style (*Freeway Pro only*).

Note: Text direction also affects the function of **Delete**. If text is set right to left, **Delete** removes characters to the right instead of to the left as occurs in Western formatted text.

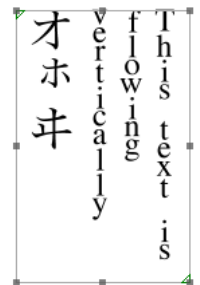
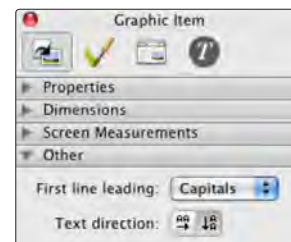


Vertical text

To set text in a graphic item to flow vertically, select the item itself; in the **Item General** panel of the **Inspector palette**, reveal the **Other** panel if it is not already showing, select the **Vertical Text** button . The flow of the text will be top to bottom, right to left.

Power Tip: Using the **Edit Styles** dialog you can set any or all of the GIF character and paragraph styles just described. Once a style has been set, you can select a run of text and apply it by clicking the style name in the **Styles & Colors palette**. For more information on using styles, see *What are styles?* on page 153 and *Styling Text* on page 152 (*Freeway Pro only*).

Note: *Freeway Express* does not support custom styles and does not have a **Styles & Colors palette**.



Working with Graphics

Although you can use Freeway's box-drawing tools to create simple graphic shapes, you'll likely want to import images that have been created in a dedicated graphics program. Freeway can import such images either as editable graphics (which can be cropped, scaled, combined with other text and graphics, etc. in Freeway) or as "pass-through" graphics (which are exported unaltered). (See *To import a pass-through graphic* on page 105.)

Editable graphics

Freeway Pro and Express can import the following file formats as editable graphics:

- **GIF** (Graphics Interchange Format)
- **JPEG** (Joint Photographic Experts Group)
- **PNG** (Portable Network Graphics)
- **PICT** (a standard Mac graphics format)

In addition, Freeway Pro can import the following formats:

- **TIFF** (Tagged Image File format)
- **Adobe Photoshop** (PSD)
- **Adobe Illustrator** (AI and EPS)
- **PDF** (Portable Document Format)
- **BMP** (Windows Bitmap)
- **EPS** (Encapsulated PostScript)
- **QDGX** (a legacy Mac graphics format)

When your web pages are published, Freeway exports graphics as GIF, JPEG, or PNG, depending on which export type is applied to them. GIFs are normally used for simple graphics containing a limited range of colors, while JPEGs are used for photographic and other continuous-tone images. Freeway usually defaults to the appropriate type for each graphic. PNG is not used by default, as it is less widely supported by older browsers.

Freeway offers you a variety of image editing and optimization options that are normally only found in major graphics editing packages. You can scale, crop, and transform images, alter the color palette of GIF and PNG images, vary the compression level of JPEG images, and choose "interlaced" (GIF) or "progressive" (JPEG) display. Using the Graphics Action suite gives further image editing possibilities (see articles on each of the Graphics Actions on the Softpress Knowledgebase at www.softpress.com/kb/).

Additionally, you don't have to go through a separate process of saving web-ready images. Freeway Pro supports the direct import of TIFF, PICT, and many other standard file formats, which will be converted automatically to the correct, web-ready export formats. (In Freeway Express, you can use PNG as an alternative to TIFF if you require transparency support.) You can also optimize the quality-versus-size of your images in Freeway, with real-time visual feedback on the resulting image.

Freeway can also be used to slice the images on your page if necessary, to make the most efficient, fast downloading pages possible.

Freeway automatically will keep track of graphic source files if you move the document to a different location on the same disk. In addition, if you move a Freeway document and all of its associated imported graphics files onto a different disk and keep the same relative directory structure, you won't need to re-import graphics the next time you open the document because Freeway uses relative paths to locate graphics.

A new feature introduced in Freeway 6 is the High Resolution option which you can choose to use so that images look sharp on Retina screens and other high resolution computer screens. This is explained later in this chapter.

Importing graphics

Graphics in Freeway documents are held in boxes. Together, the graphic and its box are referred to as an "item". (See *Creating items* on page 45.)

You can import graphics into any empty box in Freeway but only GIF, JPEG, and PNG files may be imported as "pass-through" graphics. TIFF or PSD are the preferred formats when importing editable graphics into Freeway Pro, but if you have Freeway Express, PNG or PICT are suitable alternatives. Unless you want to import a transparent GIF, it is best not to save your file as indexed color before importing it into Freeway, especially if the image will be combined with other images or possibly exported as a JPEG. (See *Setting publishing options for items* on page 56.)

To import a graphic using the Import command

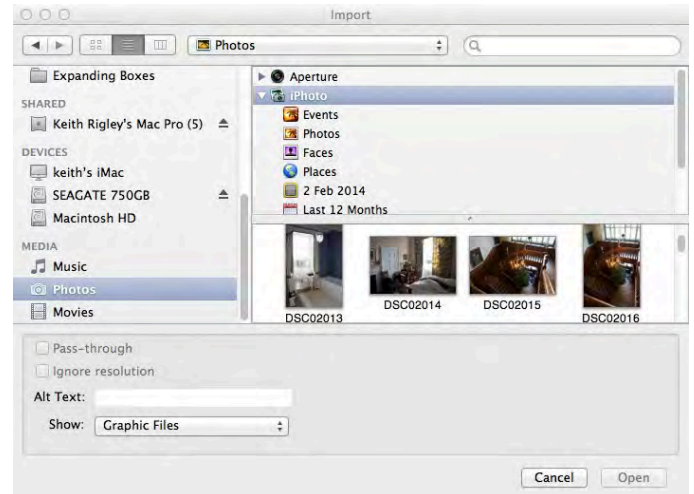
1. Click on a box so that its selection handles are visible, then choose **Import...** from the **File** menu. If the command is not available, check to make sure that there is no text already contained in the box.
2. Use the resulting dialog box to find and select the graphic file you want to import.
3. If you decide to import the graphic as pass-through, ensure that the **Pass-through** checkbox is selected—this is selected by default when importing images into HTML boxes and deselected by default when importing images into graphic boxes.

4. If you wish to import a graphic pixel for pixel (without scaling it in accordance with its resolution), select the **Ignore resolution** checkbox. Resolution information is always ignored for pass-through graphics.
5. If you wish to set alt text for the imported graphic, you can do so in the **Alt Text** field.
6. Click **Open**.

Freeway imports your chosen graphic into the selected box and establishes a link to the original file.

To import a graphic using Import From iPhoto or Aperture

1. Click on a box so that its selection handles are visible, then choose **Import** from the **File** menu. If the command is not available, check to make sure that there is no text already contained in the box.
2. Scroll down the sidebar in the Import dialog (see screenshot on the right), select Photos under the Media heading and then choose iPhoto or, if you also have it installed on your computer, choose Aperture. Click on the disclosure triangle to see a list of Events, albums, etc.
3. Select the thumbnail of the image you wish to import.
4. If you decide to import the graphic as pass-through, ensure that the **Pass-through** checkbox is selected.
5. If you wish to import a graphic pixel for pixel (without scaling it in accordance with its resolution), select the **Ignore resolution** checkbox.
6. If you wish to set alt text for the imported graphic, you can do so in the **Alt Text** field.
7. Click **Open** (or double-click on the thumbnail).



To import a graphic using drag and drop

1. Select an existing box or create a new box to hold the graphic. Alternatively, you can skip this step, since Freeway will automatically create a box if you drop a graphic onto a blank area of the page.
2. Locate a file on the desktop, in a Finder window or open an application that supports drag and drop, such as iPhoto.
3. Drag the file or graphic over the box in your Freeway document. (As you drag the pointer over different boxes, their borders become highlighted.) Alternatively, drag the file or graphic over a blank area of the page.
4. Release the mouse when over the appropriate box or page area.

A box can only hold one graphic. If you try to copy or import a graphic into a box that already holds a graphic, the first graphic will be replaced by the second. The second graphic will assume the scaling and orientation attributes of the previous image. For more information on deleting graphic content, see *Deleting a graphic* below.

If you hold down the **Alt** key before releasing the mouse button, Freeway will import the graphic as a pass-through graphic. See *Pass-through graphics* on page 105.

Replacing text with a graphic

A box can either hold text or a graphic, but not both. If a box contains text and you want to replace it with a graphic, you must first delete all the text. To do this, click inside the box, choose **Select All** from the **Edit** menu then press the **Backspace** or **Delete** key.

Pasting a graphic from the clipboard

If you've previously cut or copied a graphic to the clipboard, you can simply paste the graphic into a selected box by choosing **Paste** from the **Edit** menu.

Deleting a graphic

If you make a mistake or change your mind, you can easily delete or overwrite a graphic. There are several ways to do this:

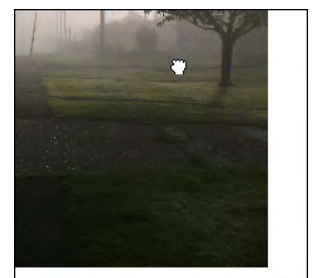
1. Select the box holding the graphic then press the **Backspace** or D key. This deletes the box and the contents.
2. Select the box holding the graphic, then choose **Delete Content** from the **Edit** menu. This deletes the content but leaves the box in place.
3. Select the box holding the graphic and import another graphic into the same box. This will overwrite the first graphic.

When you replace an existing graphic by importing a new one in its place, the new graphic retains any transformation applied to the original (scale skew, rotation, etc.). If you clear the first graphic, the default mapping options are restored.

Positioning a graphic within its box manually

To position a graphic within the box manually:

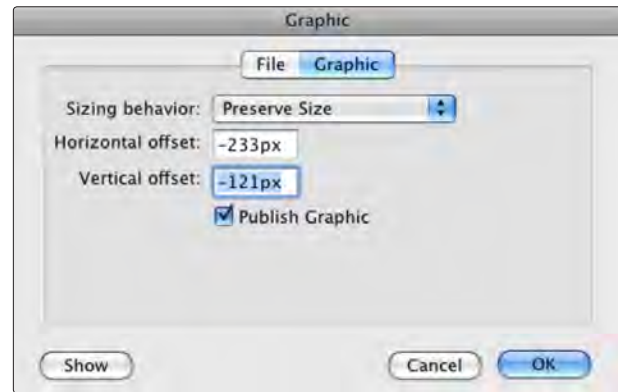
1. Select the box. Freeway displays a panning handle in the middle of the visible area of the graphic.
2. Move the mouse cursor over the panning handle. The pointer tool changes to a **Grabber hand**.
3. Click and drag the graphic to its new position.



Positioning a graphic within its box using the Graphic dialog box

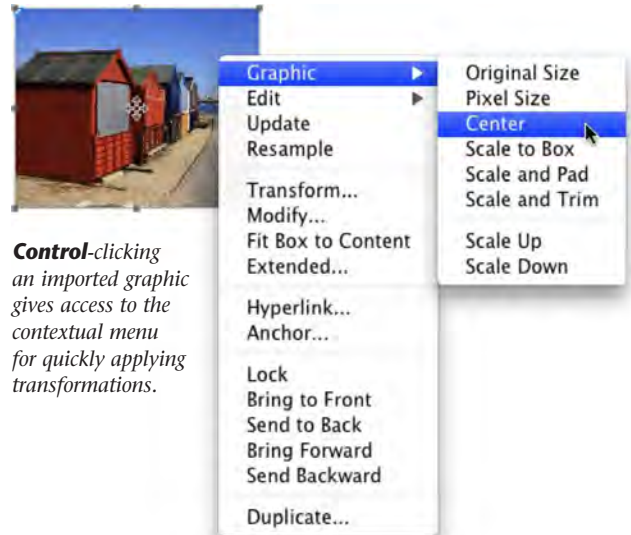
1. Double-click on the graphic to display the **Graphic** dialog or select the item and choose **Modify...** from the **Item** menu. Select the **Graphic** tab.
2. In the **Horizontal offset** and **Vertical offset** boxes, enter new values for the position of the graphic.
3. Click **OK**.

See also *Manipulating items* on page 47.



Centering a graphic within its box automatically

You can center a graphic within its box by selecting the item and choosing **Center** from the **Graphic** submenu on the **Item** menu (see over). You can also **Control-click** and choose **Center** from the **Graphic** submenu on the contextual menu. The keyboard shortcut to center a graphic is **Shift-Command-m**.



Control-clicking an imported graphic gives access to the contextual menu for quickly applying transformations.

Copying graphics to the clipboard

When you have a graphic contained in a graphic item in Freeway you can copy the item or its contents to the clipboard in a variety of ways. Select the item, and:

1. Choose **Copy** from the **Edit** menu to copy the item to the clipboard.
2. Hold down the **Alt** key and choose **Copy** from the **Edit** menu to copy the contents of the item to the clipboard as a PICT image—this allows you to copy/paste graphic material from Freeway into other applications.
3. Hold down the **Alt** and **Shift** keys and choose **Copy** from the **Edit** menu to copy the contents of the item to the clipboard ready to paste into another item in Freeway.

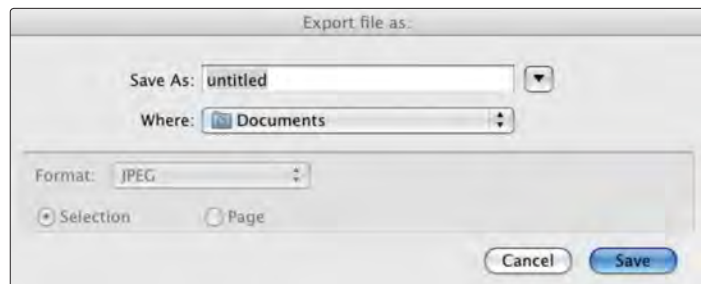
Exporting graphics from Freeway

You can export any selection of graphic items or entire pages as graphics using Freeway's export command:

1. Select the graphic items you wish to export or change to the page you wish to export.
2. Choose **Export...** from the **File** menu.

Freeway will choose an output format depending on your selection. A color photo, for example, will default to JPEG, but graphic text will default to GIF.

3. If the automatic format selection is not what you want, choose a different export **Format** from the popup menu. Choose either **Selection** (just the items selected) or **Page** (all items on the page, complete with the page background).
4. Enter a name for the exported file and click **Save**.
5. An **Options** dialog box will appear, with options tuned to the format option selected in step 3.



When exporting items, it's important to remember that the background color of the page is not exported with them. When exporting items as a GIF you may need to select an anti-aliasing color from the **Options** dialog or give the items being exported a colored fill to control the color of anti-aliased edges and prevent a halo from appearing if the exported image is used on a colored background. For more information on anti-aliasing, see *Preview options* on page 132.

Importing a high resolution image

1. Draw a graphic item on your page and choose the **Item Appearance** panel from the **Inspector palette**.
2. From the **Image** popup menu, choose **Import...** and then locate the image you want to import.
3. Click **Open**. Freeway will place the graphic inside the graphic item box.
4. Check the High-resolution option in the **Appearance** tab of the **Inspector**.

As soon as you check the High-resolution option you will see the image reduce in size by 50%. The reason for this is because the option uses a method called “@2x” which Apple recommends to make images display in high quality on Retina displays—and this requires the graphic to be output at 50% of its original physical size. Freeway will show you the graphic at 50% of its original size in the live preview on your page, so you can see how it will look on output even before previewing the page.

If you plan to import images as high resolution graphics, you might want to take the time first to resize your graphics first (in Photoshop or similar) so they are double the physical size (in pixel dimensions) of how you want them to appear as high resolution graphics. That way they will be the correct size when you import them and switch on the High-resolution option.

You can read further information on using high resolution graphics with Freeway in the article on the Softpress KnowledgeBase at <http://www.softpress.com/kb/questions/447/>.

Resizing graphics

Because of Freeway’s roots in desktop publishing, the way it handles imported graphics can sometimes appear to be wrong. Essentially, the dimensions of an imported graphic file are considered in inches/millimeters/picas/ciceros first, and pixels last. If you have a file that is set up in Photoshop to be a 1 x 1 inch square, but is 360ppi (pixels per inch), then when you bring it into Freeway it will display as a 1 x 1 inch square rather than appearing at 5 x 5 inches purely because of its pixel dimensions.

Whenever you preview or publish your pages, Freeway will read the full resolution detail from the high resolution file and use this to create an optimized, screen-resolution and web-ready version of your graphic.

You can, of course, scale such images up to larger sizes on your Freeway page: see the menu options available in the **Graphic** submenu on the **Item** menu. As these actions will initially scale the on-page preview image which may end up looking blocky or jagged, using the **Resample** button in the **Graphic** dialog will tell Freeway to read the original file from disk and show you the optimum image for that particular on-page size.

After you scale an imported graphic, Freeway will automatically resample the resulting image to 72ppi (pixels per inch) upon export or when you publish your site.

Resizing a graphic to fit its box exactly

You can resize a graphic to fit its box exactly by selecting the item and choosing **Scale to Box** from the **Graphic** submenu in the **Item** menu.

Resizing a graphic to its box, retaining proportions

You can resize a graphic to fit its box as closely as possible, while retaining the original proportions of the graphic by selecting the item and choosing **Scale and Pad** or **Scale and Trim** from the **Graphic** submenu in the **Item** menu. The first of these commands retains the original proportions of the graphic by padding where necessary. The second retains the original proportions by trimming (cropping) the graphic where necessary.

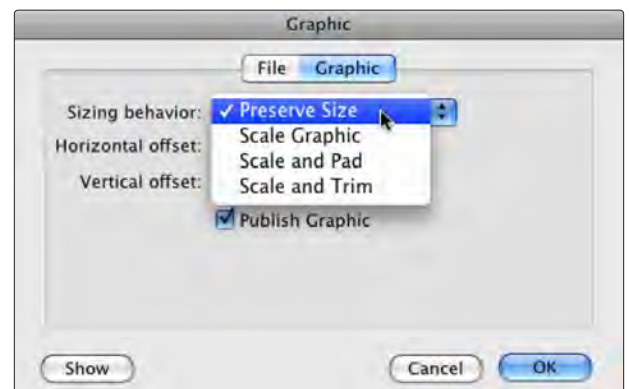
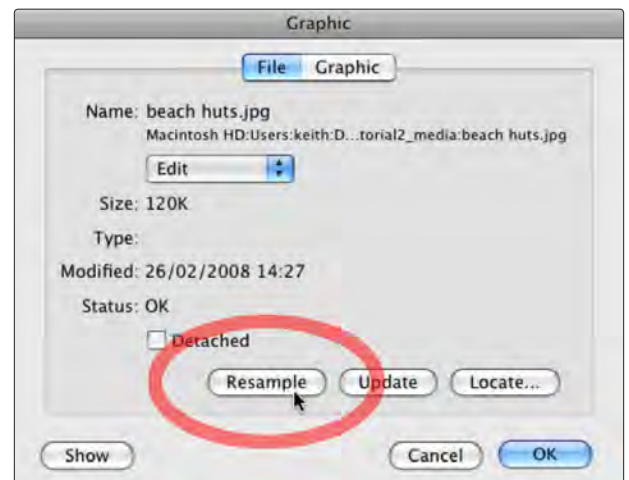
Fitting a box to its contents

You can also resize a box to fit the graphic it contains by choosing **Fit Box to Content** from the **Item** menu.

Controlling graphic sizing behavior

Freeway gives you four options for controlling what happens to a graphic when its box is resized. These are set using the **Graphic** dialog—to access this, select a graphic item containing an image and choose **Modify...** from the **Item** menu, or simply double-click on the graphic, then click on the **Graphic** tab.

The following examples illustrate graphics resized in Freeway. The options available for the graphic sizing behavior are:



Preserve Size

The graphic dimensions remain unaltered, no matter what happens to its box. This means that the graphic may be cropped if its box becomes smaller or may be padded with white space if its box becomes larger. This is the default behavior.

**Scale Graphic**

The graphic is scaled in direct proportion to the box. The graphic's aspect ratio is not preserved.

**Scale and Pad**

The graphic is scaled to fit its box's smaller dimensions. The graphic's aspect ratio is retained. If necessary, the graphic is padded to fit its box's larger dimension.

**Scale and Trim**

The graphic is scaled to fit its box's larger dimension. The graphic's aspect ratio is retained. If necessary, the graphic is trimmed to fit its box's smaller dimension.

**Scaling a graphic item with the mouse and modifier keys**

You can use the mouse and the **Command**, **Alt** and **Shift** keys to scale graphic items together with their contents:

- To scale a graphic box and its contents, drag any corner selection handle while pressing the C key. (See *Scale Graphic* above.)
- To “Scale and Trim” a graphic item, drag any corner selection handle while pressing the O key. (See *Scale and Trim* above.)
- To “Scale and Pad” a graphic item, drag any corner selection handle while pressing the C and O keys. (See *Scale and Pad* above.)
- To scale a graphic box and its contents, while retaining the current proportions and cropping, drag any corner selection handle while pressing the C, O and S keys.

Scaling a graphic using the Transform dialog box FW Pro only

You can select a graphic item and scale the item and/or the graphic it contains using the **Transform** dialog, as described in *Transforming items* on page 53.

Note: *Freeway Express* does not have a **Transform** dialog box.

Scaling a graphic up and down

You can resize a graphic in 5% increments by selecting the graphic or its box and choosing **Scale Up** or **Scale Down** from the **Graphic** submenu in the **Item** menu.

Restoring a graphic to its original size

You can restore a graphic to its original size (taking account of resolution information) by choosing **Original Size** from the **Graphic** submenu in the **Item** menu.



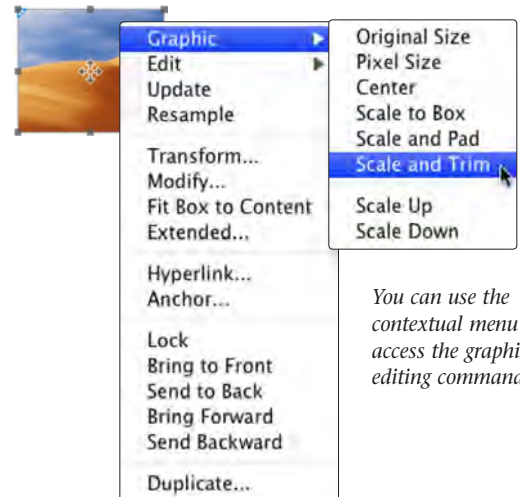
Showing high resolution graphics at pixel size

When you import bitmap graphics at a higher resolution than 72ppi, Freeway automatically shows the image at its original resolution (unless you have selected **ignore resolution** in the **Import** dialog). You can also display a graphic at its pixel size (ignoring resolution information) by choosing **Pixel Size** from the **Graphic** submenu in the **Item** menu.

Note: If a 72ppi graphic is selected and **Pixel Size** is chosen, no apparent change will occur. If the same action is performed on a high resolution bitmap graphic, for example one saved at 360ppi, it will be enlarged in the graphic box. You may need to resample it to make it appear sharper on the page, although this action will be performed automatically when you publish the page to a browser. Vector graphics, such as Illustrator files, do not have a pixel size, and the **Pixel Size** command will be grayed out in the menus.

Using the contextual menu for graphic commands

All the graphic editing commands can also be accessed by **ctrl**-clicking on a graphic and choosing the required commands from the contextual menu.



You can use the contextual menu to access the graphic editing commands.

Managing imported graphics

The **Graphic** dialog box displays information about the graphic, such as its location on disk, the date and time the graphic was last modified, and its current status.

Using the Graphic dialog box

Information about a selected graphic is available in the **Graphic** dialog box, including its name, size, type, status, and modification. There is also a version of this dialog (without graphics editing options) for pass-through graphics and plug-in content.

Note: If you select a graphic pasted from the clipboard, or if the original is on a master page, Freeway displays a smaller version of this dialog box which omits the file information.

- Select **Detached** to detach the graphic file. If a graphic file is missing and detached, Freeway will publish without errors and the preview image will be used to generate the output graphic.
- Click **Locate...** to display a file import dialog, allowing you to find and open files. Use this option to locate missing graphics.
- Click **Update** to update the graphic. Use this option to update modified graphics.
- Click **Resample** to resample the graphic after scaling. This process adjusts the file data brought into Freeway from the original graphic file. A graphic that has been enlarged will display more accurately on the screen after resampling, and one that has been reduced will require less memory to display.
- Click **Show** to locate the selected graphic in the page layout. Use this to monitor the effects as you resample or update the graphic.



To define whether a graphic is published

1. Double-click on the graphic to display the **Graphic** dialog box and select the **Graphic** tab.
2. Deselect the **Publish Graphic** checkbox.

The graphic will now not be published. Its enclosing box will publish, however, if a border or color has been defined.

Note: Unchecking the **Publish** checkbox in the **Inspector palette** will prevent the whole item and its contents from publishing.

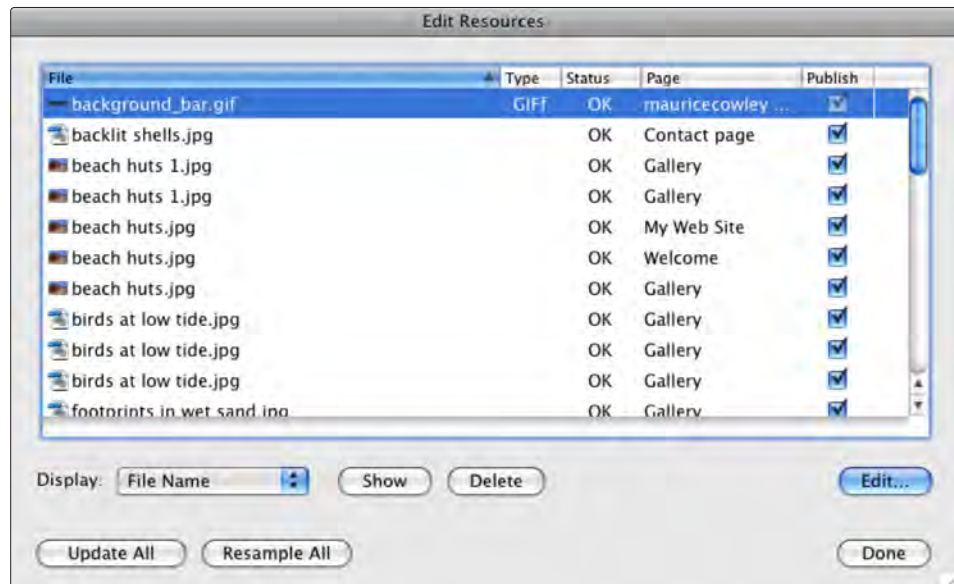


The Resources dialog box

The **Resources** dialog box contains a list of all the graphics and other content files that are used in the current document. This dialog displays information about each individual graphic and allows you to delete, update, and resample graphics. You can also define whether a particular graphic will be exported when the web page is published.

To display the **Resources** dialog box, choose **Resources...** from the **Edit** menu. The information and options are:

- **File** : Shows the file name, with the option of showing the location. Using the popup menu within the **File** option, set the display to include the graphic's file name only, or its full file path.
- **Type**: Gives the file type.
- **Status**: Shows the following information:
 - **OK**: graphic is up to date.
 - **Missing**: file is not present.
 - **Modified**: file is not current.
 - **Detached**: file has been detached.
- **Page**: Shows the page on which the graphic appears.
- **Publish**: Shows whether the graphic will be exported as part of the web page. Select the checkbox to determine whether the graphic will be published.



To change the sort order of the graphics in the **Resources** dialog, click on the title of a column. For example, to sort by the page in which the graphic appears, click on the **Page** column title. This can be helpful for viewing all of the resources for a given page.

- Click **Update All** to update all the graphics in the document.
- Click **Resample All** to resample graphics to their current size.
- Select a graphic from the list and click **Show** to display the graphic in place on the page.
- Select a graphic from the list and click **Edit...** to display the **Graphic** dialog box for that graphic.
- Select a graphic from the list and click the **Delete** button or press the **Backspace** or **D** key to delete a graphic.

Detaching missing graphics

If you have missing graphics, Freeway can detach them so that you can publish your document without the delay which otherwise occurs when Freeway tries to locate the missing graphics. Freeway publishes missing graphics using the document preview image. To detach missing graphics:

1. Choose **Resources** from the **Edit** menu.
2. Click on **Update All**.
3. If there are missing graphics, Freeway will display an alert asking if you wish to detach them.
4. Click **OK**.

The **Update All** command can also be used to reattach graphics that are no longer missing. If Freeway finds missing graphics that have been detached, it will display an alert asking if you wish to reattach them.

You can also detach and reattach individual resources by clicking on the **Detached** checkbox in the **Modify Graphic** dialog.

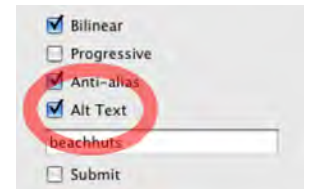
Alt text for exported graphics

Alt text, short for alternative text, is a short description that will display in the browser in place of the image if it is not shown for any reason. Some web users prefer not to view graphics while surfing since their size can delay downloading the page. If the graphic has been described using alt text, this text will display in place of the graphic. On many browsers, alt text may also display as “help text” when a visitor moves the cursor over an image in their browser.

Freeway automatically creates alt text by default. For graphic text, the text content is used; for imported graphics, the graphic’s file name is used.

To turn off alt text for a graphic item

1. Select the graphic box and display the **Item Output** panel of the **Inspector palette**.
2. Deselect the **Alt Text** checkbox to turn off alt text generation for the selected item. The text entry field will disappear when the option is turned off.

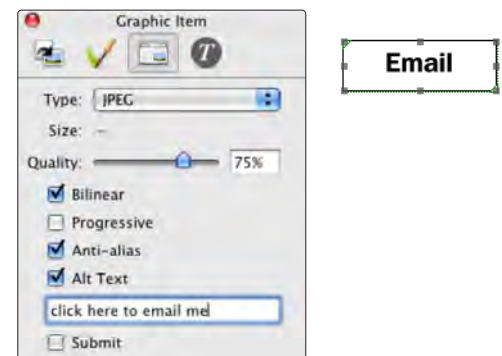


Customizing the alt text for a graphic item

Sometimes you may wish to override the automatically generated alt text. For example, if you have imported a digital photograph the alt text will be generated from its filename, which might be something incomprehensible such as “DSCF0002.JPG”. You may also wish to expand the automatic entry to something more meaningful, such as adding “Click here to email us” to the Email button in the example above.

To edit the alt text entry for a graphic item

1. Select the graphic box and display the **Item Output** panel of the **Inspector palette**.
2. Click in the **Alt Text** field and double-click to select the existing text. Type the new text you want to appear in the browser help tag and press **Return** to accept it.



Power Tip: The **Alt Text** field can contain up to 256 characters, so you can provide very descriptive alt text if you wish. This can be used to provide a reasonable text description of a photograph, for example, so that visually impaired visitors to your web site who use screen reader software can get some idea of what the image shows. Descriptive alt text may also help with search engine listings.

File names

In Freeway, file names for graphics and other resources are automatically generated when the site is published. These file names are usually derived from their associated item names. You can control the names of exported graphics from the item title, except in the case where graphics are “reused.”

When your web site is published, Freeway checks for any identical graphics across your entire site. If such graphics are found, only one graphic file will be exported into your site folder. Freeway will then create multiple references to that exported graphic, one for every instance in your site. For example, let’s say Freeway determines that you have five identical graphics when publishing the site. Freeway would then export only one copy of the five into your site folder. At the same time, Freeway will create five references to that one graphic in the HTML files that are exported. This reusing of images results in faster download times for the sites you create. However, because of this optimization, the exported graphic name will not necessarily be derived from the item name in Freeway.

Let’s look at the relationship between the title of an item and the name of the resulting graphic that is generated when the site is published. While working on a master page, you might define a given graphic item as a banner for the page and wish it to be called “banner.gif” on output. To achieve this, the item is titled “banner” in the **Item Output** panel of the **Inspector palette**. When the site is built, if Freeway determines there to be no identical images, the resulting filename will be “banner.gif.” If there is a non-identical image called “banner.gif”, the resulting filename will be “banner.a.gif” or “banner.b.gif.” Finally, if Freeway finds an identical graphic prior to encountering “banner,” the output name will be derived from that first graphic.

Note: Freeway never overwrites graphics (or other resource files) that it has not created; however, it will overwrite HTML files.

Export formats

When graphic items on your page are exported as GIF, JPEG, or PNG there are various options that can be set for the exported graphic. These are normally set in the **Item Output** panel of the **Inspector palette**. Some of the default settings may be controlled using the **Graphics panel** of the **Document Setup** dialog (see *Graphics* on page 236).


The two main export formats for images on the web are JPEG and GIF. In general, use JPEGs for continuous tone images, such as photographs and images with subtle shades, but use GIFs for flat colors such as graphic text, buttons and logos. JPEGs are capable of displaying millions of colors and their quality depends on the quality of the monitor on which they are viewed. GIFs are made up of a maximum of 256 colors, so they are generally smaller (when fewer colors are involved) and more color-consistent across browsers. This is especially true if you use the 216-color web-safe palette that is supported by both Macs and Windows PCs.

It is best to experiment and view your output in different browsers and on different platforms, taking into account both image quality and file size. Note that in general, graphics may appear darker on a Windows PC than on a Mac.

For more information about creating and using color in Freeway, see *Working with color* on page 144.

Export settings for GIF graphics

Size

The **Size** area shows the byte size of your GIF graphic files. This value depends on the dimensions, colors, and other attributes of your graphic. Size information is only displayed when you have the **Preview Graphics** option turned on (via the **View** menu) or if this graphic has been published in your site. You can also get feedback on the overall size of your page after you have previewed or published the site by turning on **Show File Sizes** in the **Site panel**  menu.

Colors

GIF images can have a maximum of 256 colors defined within them, but you can affect how those colors are selected (see *GIF color palettes* below and *web-safe color* on page 100). Freeway allows you to alter the number of colors defined within the exported GIF image using a slider or by editing the number of colors directly. Reducing the number of colors can reduce the size of the resulting file.

GIF color palettes

The range of actual color values used in a GIF file is called the *color palette*. Freeway allows you to choose from three different color palettes for your GIF images:

- **Adaptive:** Color values are chosen from the original color values in the source graphic. The palette will consist of color values which are closest to those in the original image.
- **Web 216:** The colors are mapped to the nearest colors in the web-safe palette.
- **Mac 256:** The colors are mapped to the nearest colors in the Macintosh system palette.

The default color palette for your Freeway document can be set in the **Document Setup** dialog. To set the default color palette for all subsequent documents, close all open Freeway documents and choose **Document Setup...** from the **File** menu. Any settings made in the dialog will be applied to all new Freeway documents. Existing documents will retain the previous settings.

Bilinear

The **Bilinear** option causes graphics to be scaled more smoothly. You might want to turn this option off for some types of line art.

Dither

Dithering tries to match colors in your graphic using only those available in the browser. For example, a full color image uses thousands of colors but GIF graphics are limited to a maximum of 256 colors. Dithering provides a way of making your graphic look as though it is using a wider range of colors. On the other hand, dithering will generally increase the file size of your exported graphics. Dithering is off by default for GIF graphics. Select the **Dither** checkbox to turn this effect on. The default for this option may be changed in **Document Setup**.

Interlaced

Interlaced GIF graphics are displayed gradually as the file is downloaded by the browser. Your viewers see the image forming as they wait for the full file to download. This setting is on by default. Interlaced graphics may have slightly larger file sizes. To disable interlacing, deselect the **Interlaced** checkbox. The default for this option may be changed using **Document Setup**.

Anti-alias

The **Anti-alias** option allows you to soften the outlines of GIF text and box shapes when the browser displays them. Anti-aliased text can be difficult to read at small sizes, since the outline of letters is blurred, so you may want to test this effect. The **Anti-alias** option is set to **Auto** by default, so Freeway will automatically select an appropriate color with which to blend text into a background image or color (see the screenshot, right). Select **Off** in the **Anti-alias** popup menu to disable this effect. You can also choose a different color against which the text or shape will be blended.

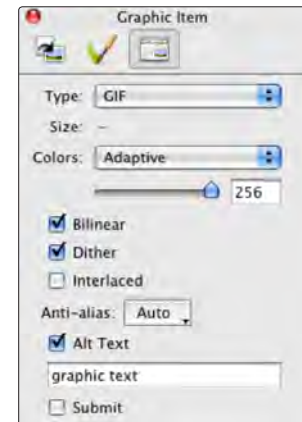
When an image is anti-aliased, its color blends with the fill color of the box that contains it. If an image or graphic text is in a GIF box that doesn't have a background color, it is exported as transparent, which, if anti-aliased, can produce an unwanted halo. When you're using Freeway to export a GIF and you don't want it to be transparent, make sure its box has a fill color.

Although Freeway will anti-alias your graphic text by default, you can determine the minimum font size to which this will apply. Choose **Preferences...** from the Freeway application menu, and select the **Text** panel. The **Minimum Anti-alias Size** defaults to 0px. A larger minimum means that by default, smaller fonts will not be anti-aliased. You can still choose to anti-alias desired text items in the **Item Output** panel of the **Inspector palette**.

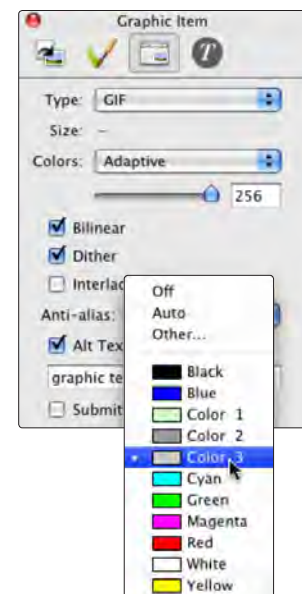
For more information on anti-aliasing, see *Anti-aliasing* on page 132.



Freeway Pro



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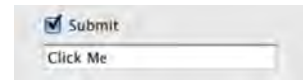


Alt Text

Determines whether alt text for image items is shown in the browser when the viewer has chosen not to display images. (See *Alt text for exported graphics* on page 99.)


Submit

Allows the item to be used as a Submit button on a form. When the box is selected, a text field appears in the **Inspector palette**. The content of the **Submit** field will be returned as the Name of the Submit button. (See *Parts of a form* on page 206.)



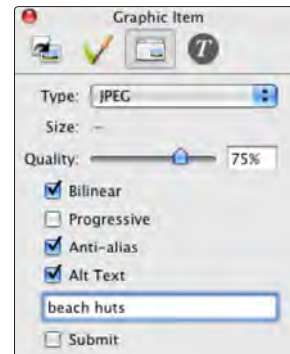
Export settings for JPEG graphics

Size

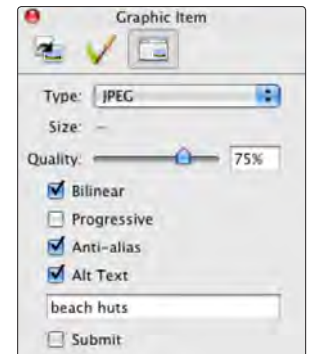
The **Size** area shows the byte size of your JPEG graphic files. This value depends on the dimensions, colors, and other attributes of your graphic, and is displayed only when you have the **Preview Graphics** option in the **View** menu turned on or if you have built the site with this graphic. You can also get feedback on the overall size of your page after you have previewed or published the site by turning on **Show File Sizes** in the **Site panel**  menu.

Quality

You can choose the amount of compression applied when the graphic is exported. The amount of compression affects the quality of the image seen in the browser. A setting of 100% yields the highest quality image and applies the minimum amount of compression. Drag the slider bar or enter a value in the text box to alter the quality of your JPEG images. It's important to remember that JPEG is a "lossy" compression method and degrades your image slightly every time it is used, even under the 100% quality setting. It is therefore advised that you avoid importing low-quality JPEG images into Freeway (except as "pass-through"), as they will be decompressed and recompressed upon export. The default compression setting can be changed using **Document Setup**. The preset default is 75%.



Freeway Pro



Freeway Express

Bilinear

The **Bilinear** option causes graphics to be scaled more smoothly than otherwise. You might want to turn this option off for some types of line art.

Progressive

Browsers can display JPEG images gradually as the file is downloaded so that readers see the image forming on their page. Note that progressive JPEGs are generally larger and take slightly longer to download than non-progressive. By default, Freeway will export non-progressive JPEG files. The default for this option can be changed using **Document Setup**.

Anti-alias

The **Anti-alias** option allows you to soften the outlines of text and box shapes when the browser displays them. Anti-aliased text can be difficult to read at small sizes, since the outline of letters is blurred. It's not recommended to include text in exported JPEGs, as the artifacts created by JPEG compression of text can look unsightly.

Alt Text

Determines whether alt text for image items is shown in the browser when the viewer has chosen not to display images. (See *Alt text for exported graphics* on page 99.)

Submit

Allows the item to be used as a Submit button on a form. The content of the **Submit** field will be returned as the Name of the Submit button. (See *Parts of a form* on page 206.)

PNG graphics

The PNG (Portable Network Graphics) format was developed as an alternative to GIF. The original incentive for developing PNG arose when Unisys began to charge software developers for the use of LZW compression. PNG also has other advantages over GIF, including:

- The ability to store images which contain millions of colors. GIF images cannot contain more than 256 colors.
- Full alpha-channel transparency. GIF images support only two levels of transparency, on or off. In PNG images, any color may be opaque, partially transparent, or completely transparent.
- An interlacing option which allows a rough image to be displayed faster than with GIF interlacing.
- PNG compression often produces slightly smaller files than GIF LZW compression.

However, PNG does not have animation options and PNG transparency is not supported fully in all web browsers, though this last situation is gradually improving.

In contrast to JPEG images, PNG images that contain millions of colors do not lose quality when they are compressed, but they produce much larger file sizes. In normal circumstances it is better to use JPEG for images which contain millions of colors (photographs and other continuous tone images), and GIF or PNG for images which contain 256 or fewer colors.

Browser support for PNG

Some browsers (especially older versions) have limited support for PNG. Freeway Pro and Express work around some known transparency issues affecting older versions of Microsoft Internet Explorer. See *Freeway and IE Compatibility* on page 142 for more information.

Importing PNG images

PNG images which are imported as editable graphics default to GIF or JPEG format when they are re-exported—PNG images with 256 or fewer colors default to GIF format, and PNG images with millions of colors default to JPEG format. Editable PNG images can be re-exported as PNG format if the PNG format is selected in the **Graphics Output** panel of the **Inspector palette** (see right).

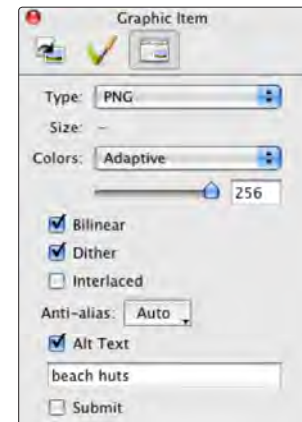
Exporting PNG images

An image is exported in PNG format if the **PNG** option is selected in the **Item Output** panel of the **Inspector palette**. (Individual pages or selections can also be exported in PNG format via the **Export...** option on the **File** menu.)

PNG images have the same export options as GIF images (see *Export settings for GIF graphics* on page 100), except that they can also be exported with millions of colors. Some options are only applicable to images that contain 256 or fewer colors (dithering, palette, number of colors)—these are unavailable if **Millions of colors** is selected.



Freeway Pro



Freeway Express

Combined images

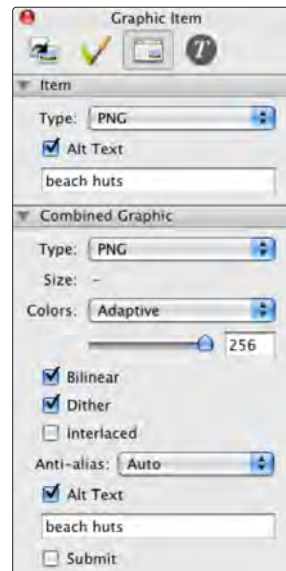
Although you can design a page with overlapping boxes in Freeway, standard HTML cannot display two overlapping objects on a web page without using CSS layer items. While Freeway Pro can use CSS happily, Freeway Express does not support CSS. To overcome this limitation of HTML when working with table layouts, Freeway can either combine the overlapping items into one new image, or cut up the underlying image so that it can be output in separate parts. When images are combined, the outline of the new image to be exported is shown in Freeway as a light blue line, outlining the combined boxes.

When Freeway combines two or more graphic items, the new image takes on the format and settings of the underlying box. These are displayed in the **Item Output** panel of the **Inspector palette**. This contains an **Item** section (with **Type** and **Alt Text** controls) and a **Combined Graphic** section (see right).

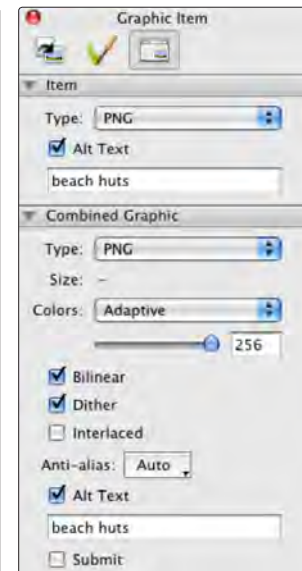
If the **Combine Graphics** option for a table-positioned graphic item that overlaps another is turned off in the **Item Output** panel, it will cut up the underlying graphic item, just as an HTML item would cut it. This issue does not affect layer-based items.



In a table layout, two overlapping graphic items which will be combined show a light blue border outlining the combined boxes.



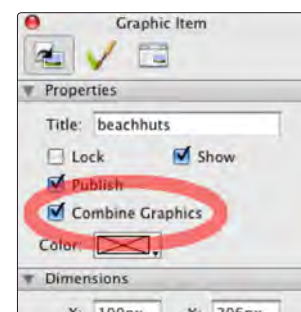
Freeway Pro



Freeway Express

Turning off Combine Graphics

You can prevent two overlapping graphic items combining by selecting one of the items, switching to the **Item General** panel in the **Inspector palette** and turning off the **Combine Graphics** checkbox.



Combining images with different export formats

It is possible to combine graphic items that have different export formats. Since the new image takes on the characteristics of the underlying box, the export format options shown in the **Inspector palette** depend on the format of the underlying box. When you select a graphic item that is combined with other items and then alter the settings in the **Combined Graphic** panel, you are only altering the settings for the underlying box. If you subsequently separate the boxes, the changes you made in the **Combined Graphic** panel will only be retained by the underlying item.



The lower box contains the exported JPEG of the lighthouse photo and text on the left. JPEG does not support transparent pixels, so the background is obscured by the opaque area of the exported image.



Images exported as JPEG

The JPEG format does not support transparent pixels. If you combine graphic items where the underlying item is set to export as JPEG, or use a non-rectangular box for a JPEG image, the pixels which Freeway inserts to fill out the group are opaque and will obscure any background image for this page.

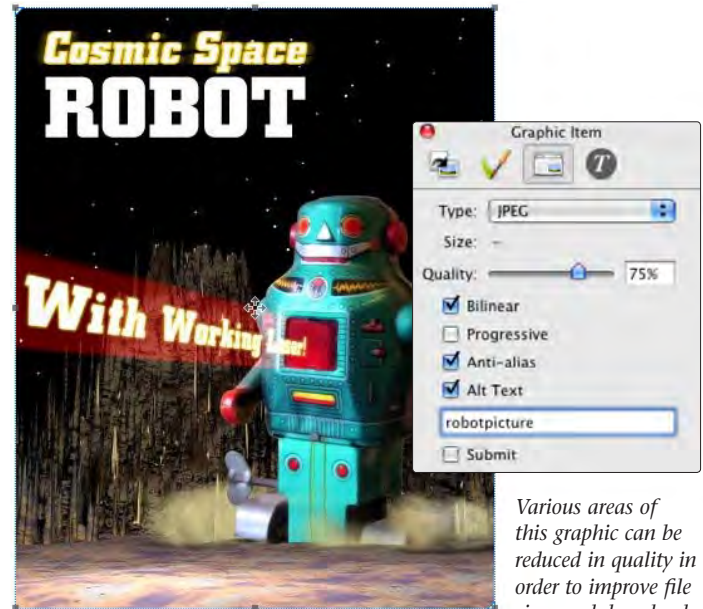
Slicing graphics

Freeway's image handling capabilities can be used to great effect to optimize imported graphics. Using a technique called slicing, you can improve download times and image quality at the same time. In many ways this is similar to the technique of slicing found in Adobe Photoshop and ImageReady, except there is no need to import lots of individually optimized slices as all the slicing is performed within Freeway itself.

Note: The reproduction methods used for this Reference may not be able to show the improvements made to the graphic we've used in our example.

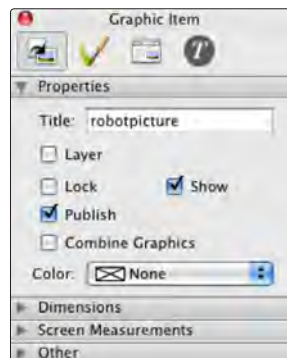
The goal with our example is for the main image to use as few colors as possible to minimize the file size, but to optimize areas of the image that can use a higher quality setting.

We will use Freeway to slice the image into separate parts using different compression settings. To help visualize how the compression settings are working, and see the output file sizes for the sliced images, turn on **Graphics Preview** from the **View** menu. Now, as we work, Freeway will show the effect of different settings to the selected image, and show the file size in the **Item Output** panel of the **Inspector palette**.

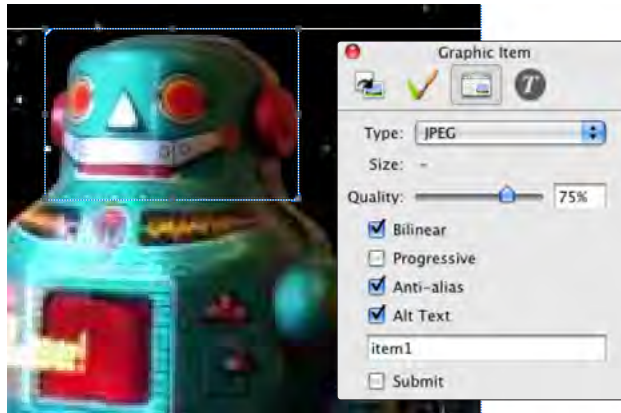


Various areas of this graphic can be reduced in quality in order to improve file sizes and download times.

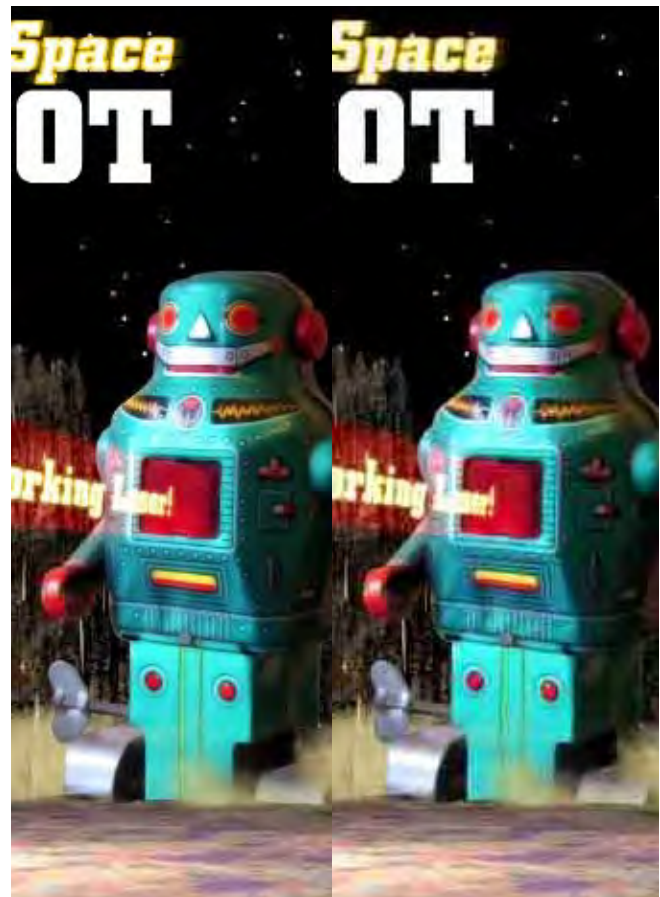
1. Select the image.
2. In the **Inspector palette**, switch off the **Combine Graphics** checkbox.



3. Now we can select different areas for special treatment. We can either choose to select areas to be of higher quality, or choose areas that can be set to lower quality. The choices depend on the image itself.
4. Use the **Graphic** tool to draw several graphic boxes that define the head, body and legs of the robot.
5. Turn off the **Combine Graphics** checkbox for each new box in the **Inspector palette**. At the same time, set the image compression to JPEG and leave the **Quality** setting to the default. These image slices will compress on export using these settings.



6. The original poster includes some areas of text. These will benefit from different compression settings to the Robot. Draw some new graphic boxes over parts of the words "With Working Laser!" (taking care not to overlap the boxes making up the Robot), and set their compression to 75% JPEG. These two image portions will compress using these settings.
7. Selecting the main image, we can drastically reduce the JPEG image quality. Adjust the **Quality** slider until the best trade-off between image quality and file size is made. We've settled on JPEG at 20% quality.
8. Finally, we will apply some GIF compression settings to the poster's main heading. We have done this because the original image has some blurring. The lower number of colors available for GIF won't be that obvious, and a JPEG may suffer from some fuzziness.



This screen shot shows the boxes used to slice and optimize the Robot poster. Above right you can see a comparison between sliced and non-sliced images.

Above left is part of the final optimized image, compared with the same image using a 20% JPEG output setting. Note the blocky artifacts in the Robot, and the noisier heading quality.

Animated GIFs

Animated GIFs are special GIF images that contain multiple image frames. When viewed in most web browsers, the frames are played back, just like the frames in a piece of film. Animated GIFs are widely supported and are an excellent way of putting simple animations on the web in a form that can be accessed without downloading and installing a custom plug-in for the browser.

Freeway cannot be used to create animated GIFs, but you can import them. Animated GIFs can be combined with other graphic items on output, but this can degrade their performance and result in unwieldy files.

When working with animated GIFs, it's best to import them as pass-through graphics or turn off the **Combine** option for them. This prevents them combining with other page items and gives better performance.

Pass-through graphics

Pass-through graphics are images that Freeway exports without modifying in any way. You might import an image as a pass-through graphic if you have already optimized its color palette in another program (although Freeway's **Adaptive** option also preserves existing color palettes). Pass-through graphics should normally be in GIF, JPEG, or PNG format, since other graphic formats are not directly supported by web browsers. If you import other formats (such as TIFF or PICT) as pass-through graphics, Freeway will treat them as plug-in content, and web browsers will only display them if a suitable plug-in is installed—this is true even if the graphic appears in Freeway.

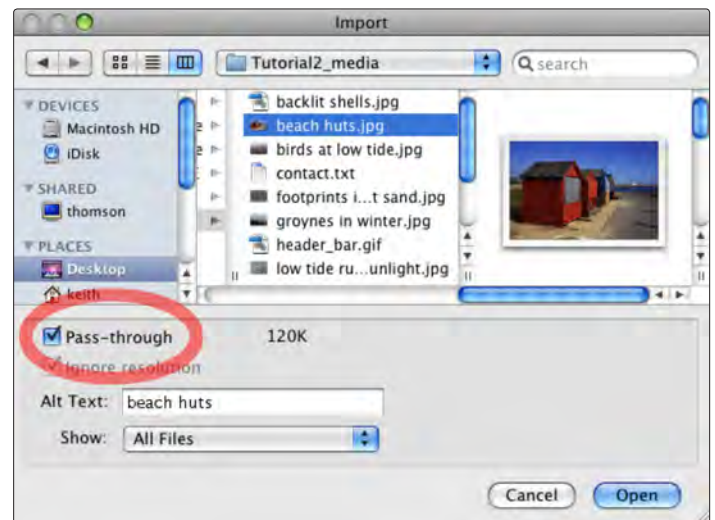
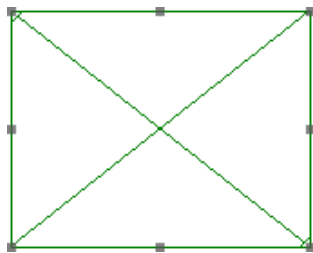
In general, it is not advised to use pass-through for graphic formats other than PNG, GIF, or JPEG. Graphics that are exported in a standard web-ready format, such as GIF and JPEG, can be viewed in all browsers without requiring plug-ins. However, graphics that are not already in GIF or JPEG format should normally be imported into a graphic box, so that Freeway can convert them to the appropriate format.

Note: It is important to remember that previewing your site with a Mac browser may show certain graphic formats not supported in other browsers on other computer platforms. The QuickTime browser plug-in, for example, can display PSD, TIFF and PICT graphics. Users who don't have this plug-in may not be able to view pass-through graphics saved in these formats.

To import a pass-through graphic

1. Draw or select an HTML box and choose **Import...** from the **File** menu. The HTML box can be table-positioned or a CSS layer.
2. Use the **Import** dialog to find and select the graphic file you want to import.
3. If the chosen file is in a suitable format, such as JPEG, GIF, or PNG, Freeway will have selected the **Pass-through** checkbox.
4. Click **Open**.

You can also import pass-through graphics into a rectangular graphics box by selecting the **Pass-through** option in the **Import** dialog. The box will be converted into an HTML box after the graphic has been imported.



Pass-through graphics cannot be scaled, cropped or transformed in any way on the Freeway page. Unless they are set to export as layer items (*Freeway Pro*), they cannot have any other item placed on top of them. If the imported image is larger than the box that holds it, it will not be displayed at all, nor will it output—it will overflow the box and display a cross through it.

To fit the box to the actual size of the imported image, choose **Fit Box to Content** from the **Item** menu. If having done this, the image still does not appear, it may be that the page itself is too small to contain the image. Make the page larger using the **Page General** panel of the **Inspector palette** to increase its width and/or height.

Working with multimedia

Using multimedia

Some of the most exciting pages on the web use multimedia items such as sound, movies or animation. If you have multimedia items that you wish to display on the web, it can often be the case that you can add them to your page in Freeway in the same way as adding text or graphics—by creating boxes on the page to hold them or by dragging and dropping the file onto your page.

Some multimedia content requires additional “plug-in” software in the browser to properly display, or sometimes the format used for the multimedia files may be completely unsupported—so it is important to understand the current level of support in browsers for each type of multimedia file so you they can be made to work on the widest range of device for the vast majority of web visitors.

Multimedia content in Freeway is often referred to as “plug-in” content and it is important to note that plug-in content cannot be previewed in Freeway’s **Page** view. However, some can be seen working in **Preview** mode, which is based on the same “engine” that drives Apple’s Safari browser, but sometimes the functionality has been “sandboxed” and will not play until it has been uploaded live to the web unless you edit the code first (by inserting `http:` before the `//` in the embed code supplied by YouTube for example).

When playing certain kinds of multimedia content you can specify additional or optional parameters using Actions to control how it displays, and any such Actions will be listed in the appropriate section of this chapter.

If you use very large video or audio files on your web page, it is generally a good idea to let the visitor know what they will encounter on the page before it occurs. This gives visitors the freedom to decide in advance if they wish to view it or not, as it can be frustrating to wait for a very long time to download over a slow connection.

In the past it was often necessary to offer alternative options for certain multimedia files so the visitor would be able to choose their preferred file type to use. More recently, however, support in modern browsers is far more universal, and it is now possible to include automatic “fallback” options so that if one file type is not supported, another file type will be offered for the visitor’s browser to use.

Note 1: Many modern browsers ship with recent multimedia plug-ins. However, while many include Flash plug-ins as standard, many PC browsers do not include the QuickTime plug-in. It is important to take this into account when considering including QuickTime-based multimedia content in your designs.

Note 2: Plug-in content will always play on top of other items on the page, even if other layered items are above the box item containing the plug-in content. If you want to prevent this default behavior (which can only be done in Freeway Pro, you might want to try selecting the item you want to appear above the multimedia content (such as a CSS Menu’s drop-down sub-menu), go to **Item>Extended**, click on the “Div style” tab, then enter the Name/Value pair of `z-index` and `99` to force the item to display above the plug-in content. If you still find that the plug-in content is appearing above other items on your page, Pro users can select the item on the page again and add another Name/Value pair—this time using `wmode` and `transparent`.

Types of multimedia content

HTML5 video

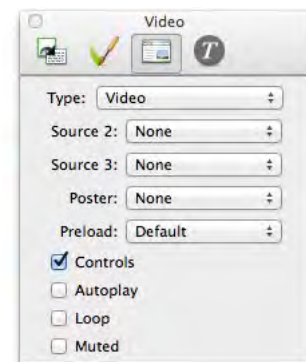
Cross-browser support for HTML5 video is now very good—and it should be used for offering video content wherever possible. The reason it is considered to be the best method for offering video is because it offers alternative file formats to be used if HTML5 is not supported (such as in Firefox for Mac and PC) and also because it can be made to fall back to Flash for older browsers and some mobile devices.

How to offer a movie file as HTML5 video

The first thing you need to do is to save your movie file so it is encoded as **H.264** and saved as either an **.mp4** or **.m4v** file. If the file was not offered in that format you can usually convert it very quickly by using a free video converter application such as Miro Video Converter <http://www.mirovideoconverter.com/> or by using a free online service such as the one at OnlineConvert.com <http://video.online-convert.com/convert-to-mp4>. Both of these will let you convert many different video file types to MP4.

Once you have your **.mp4** or **.m4v** file you can drag and drop it on the Freeway page and then, with the item selected, look at the options in the **Item Output Settings** tab of the Inspector.

- **Type:** If you have your page set to HTML5 or XHTML5, this popup will be set to Video by default, which means that the video will be output by Freeway as HTML5 video. If you have the page set to any other HTML level (HTML 4.01 Transitional, XHTML 1.0 Transitional, etc.) the popup will display as QuickTime because the page will not validate correctly unless it has an HTML5 declaration in the head tag.



- **Source 2** and **Source 3**: These popups allow you to offer an alternative video file type which a browser can use if HTML5 is not supported. The two main file types you will use in here are OGG Video (OGG Theora or OGV) or WebM. If you don't have those video file types already, you can use Miro Video Converter or OnlineConvert.com (see previous page) to convert your .mp4 or .m4v file into one or both of those file types. Currently, you only need to use just one alternative file type (it doesn't matter which one).
- **Poster** (Pro-only): Choose an image (perhaps a screenshot of the movie) to show inside the HTML5 video item on your page before the movie starts to play by selecting the image file in this popup. This option is not available in Freeway Express.
- **Preload**: This lets the web designer choose a preferred action for how a browser treats the movie file. This set by default to **default**, which means that the visitor's browser preferences will be allowed to control what happens on page load. There are three other options:
 - **none**: This means that the designer would not like the movie to load on page load.
 - **metadata**: This means that the designer wants only the metadata of the movie item to load on page load.
 - **auto**: This means that the designer would like the entire video to load on page load (note that this will be chosen if Autoplay is switched on—see below).
- **Controls**: Lets you choose whether to show the video controller below the video window. The default is for this to be switched on.
- **Autoplay**: With this option switched off, the visitor will need to click on the play button to make the movie play. With the option switched on, the movie will play as soon as it has downloaded. It is important to note that with this option switched on it can cause mobile devices to switch to a different app (such as the standalone QT application on iOS devices)—so if you want a movie to play on the web page itself you should leave autoplay switched off.
- **Loop**: With this option switched off, the movie will play once and then stop. With the option switched on, the movie will play over and over.
- **Muted**: As the name suggests, switching on this option will mute the audio of the movie. When it is switched off, the movie will play with sound if there is sound on the movie file.

The HTML5 video item is like any other HTML item used on your Freeway page. You can select it and add graphic effects (such as Shadow or Border) if you wish, etc.

You can see in the above screenshot that the handles of the HTML5 video item display in red—and this is because it has a Width and Height of **Flexible**, meaning that the item will be sized at 100% of the size of the movie file it contains. To resize the movie on your page you need to click on the **General Settings** tab of the Inspector, change the Width and Height to **Fixed** and then you can either enter the values you want to use or you can scale it by using the handles (note that holding down Shift, Alt and Command and then dragging a corner handle you can resize it while retaining the movie's proportions).

The Video Extras Action

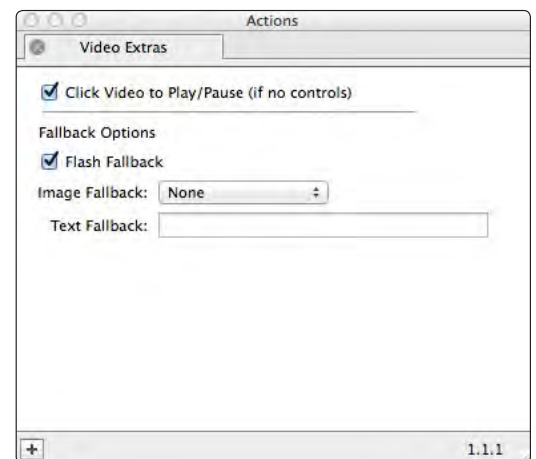
Freeway allows you to use additional options for your movie item. To apply the Action, select the movie item on the page, go to **Item>Actions** and choose **Video Extras**. With the item selected on the page you can see the available options in the Actions palette.

The first option is **Click Video to Play/Pause (if no controls)**, which is switched on by default. With the option switched on the visitor will be able to simply click on the movie item on the page to make start playing or toggle between play or pause by clicking. As the name suggests this means that the visitor has some control over the playing of the movie when the **Controls** option has been switched off in the Item Output Settings tab of the Inspector when the movie item is selected.

The other options are all for setting up “fallback” behavior should HTML5 and alternative versions of the movie used in the Source 2 and Source 3 popup not be supported in particular browsers. Older browsers (especially very old browsers such as IE6 and IE7 for PC) will almost certainly support movie content if it is offered as Flash, so applying this Action to the movie item will add further universal browser support for the movie content. The **Flash Fallback** option is switched on by default.

In rare instances, the visitor might be using a browser which doesn't support HTML5, either of the alternative formats chosen in the Source 2 and Source 3 popups or Flash—and so the last two further fallback options:

- **Image Fallback**: Click on this popup and choose a graphic so that the graphic will be displayed within the movie item container. The graphic can be used as a standalone graphic (by clicking on the **Select...** option) or as a background graphic (by choosing the **Use Background Image** option).
- **Text Fallback**: Just in case a visitor has graphic display switched off in their browser preferences, it is also possible to display a line of HTML text (which can be spoken to visitors with sight impairment who use screen readers) by entering the required text in the text field to use in place of video or graphic content on the page.

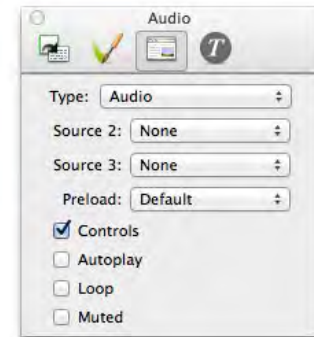
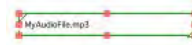


Audio file

We recommend using **MP3** files to offer audio on your web pages—but you should also use alternative file formats (such as OGG and/or WAV) so that visitors using Firefox (for Mac or PC) or older PC browsers will be able to use the alternative if the MP3 file format is not supported. Audio files can be quickly converted using a free online conversion service such as the one at <http://audio.online-convert.com/convert-to-mp3>.

Drag and drop the MP3 file onto your Freeway page and then, with the item selected, look at the options in the **Item Output Settings** tab of the **Inspector**.

- **Type:** If you have your page set to HTML5 or XHTML5, this popup will be set to Audio by default. If you have the page set to any other HTML level (HTML 4.01 Transitional, XHTML 1.0 Transitional, etc.) the popup will display as QuickTime because the page will not validate correctly unless it has an HTML5 declaration in the head tag, and the audio file will be output as QuickTime (which may only play on some browsers, especially PC browsers, if the visitor has the QuickTime plug-in downloaded and installed).
- **Source 2** and **Source 3:** These popups allow you to offer an alternative audio file type which a browser can use if the MP3 file format is not supported. The two main file types you will use in here are OGG or WAV. If you don't have those video file types already, you can use OnlineConvert.com (mentioned above) to convert your MP3 file into one or both of those file types.
- **Preload:** This lets the web designer choose a preferred action for how a browser treats the audio file. This set by default to **default**, which means that the visitor's browser preferences will be allowed to control what happens on page load. There are three other options:
 - **none:** This means that the designer would not like the audio file to load on page load.
 - **metadata:** This means that the designer wants only the metadata of the audio file item to load on page load.
 - **auto:** This means that the designer would like the entire audio file to load on page load (note that this will be chosen if Autoplay is switched on—see below).
- **Controls:** This option must be switched on, otherwise the default audio player controller bar will not display.
- **Autoplay:** With this option switched off, the visitor will need to click on the play button to make the audio file play. With the option switched on, it will play as soon as it has downloaded.
- **Loop:** With this option switched off, the audio file will play once and then stop. With the option switched on, the audio will play over and over.
- **Muted:** As the name suggests, switching on this option will mute the sound of the audio file, which will mean that the visitor will need to manually adjust the volume to listen to the file.



The HTML5 audio item is like any other HTML item used on your Freeway page. You can select it and add graphic effects (such as Shadow or Border) if you wish, etc.

You can see in the above screenshot that the handles of the HTML5 audio item display in red—and this is because it has a Width and Height of **Flexible** because that is the default size of a standalone audio controller bar. The height of an audio controller bar will always be 25px, but you can change the width of the item by clicking on the **General Settings** tab of the Inspector then changing the Width to **Fixed** before entering the value you want to use, or you can scale it by clicking and dragging the center left or center right handles.

QuickTime

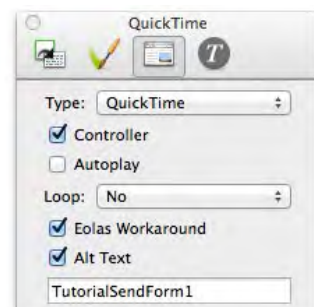
QuickTime was once the most common way for Mac users to offer movie content for multimedia and the web. It was also used for specialist Virtual Reality output or for exporting animations created in 3D modeling programs.

However, although QuickTime works fine on all Mac computers and devices, it is often the case that PC visitors will need to download and install the QuickTime plug-in to see the multimedia content. Understandably, many PC users are reluctant to download plug-ins so they can watch a movie or animation due to security concerns (and many office users may not have the authority to do so)—so QuickTime is now out of favour compared to HTML5 video.

QuickTime movies may consist of both sound and pictures, sound only, or pictures only, and are normally identified by having “.mov” at the end of the filename.

Drag and drop the MP3 file onto your Freeway page and then, with the item selected, look at the options in the **Item Output Settings** tab of the **Inspector**.

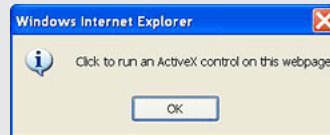
The “Poster” frame of the movie will then appear inside the item. The poster frame is the first frame of the movie, or the frame that's been set to show as a still image before the movie begins to play.



- **Type:** If you have your page set to HTML5 or XHTML5, this popup will be set to Video by default, which means that the video will be output by Freeway as HTML5 video—so if you want to output the QuickTime file as QuickTime you will need to manually change the Type popup to **QuickTime**. If you have the page set to any other HTML level (HTML 4.01 Transitional, XHTML 1.0 Transitional, etc.) the popup will automatically display as QuickTime.
- **Controller:** Lets you choose to display the QuickTime controller bar below the movie window. The default is to be switched on.
- **Autoplay:** With this option switched off, the visitor will need to click on the play button to make the movie play. With the option switched on, the movie will play as soon as it has downloaded.
- **Loop:** With this option switched off, the movie will play once and then stop. **Loop** is set to **No** by default. If you choose **Yes**, the movie will play over and over. If the **Palindrome** option is selected, the full duration of the movie will be played forwards and then backwards repeatedly.
- **Eolas Workaround** (Pro-only) When applied to a page containing multimedia content, will update the Freeway generated HTML so that files play seamlessly again. The ability to turn off this setting is not available in Freeway Express.

The Eolas Workaround—what is it for?

As a result of the Eolas vs Internet Explorer court case Microsoft was forced to rethink the way Internet Explorer works with rich media content. A standard QuickTime movie, for example, will cause the browser to display an alert.



Consequently, when embedding Flash, QuickTime or Java into web pages, for example, Internet Explorer 6 or above will not allow user interaction until the user clicks on the element to 'activate' it.

The **Eolas Workaround**, when applied to a page containing multimedia content, will update the Freeway generated HTML so that files play seamlessly again.

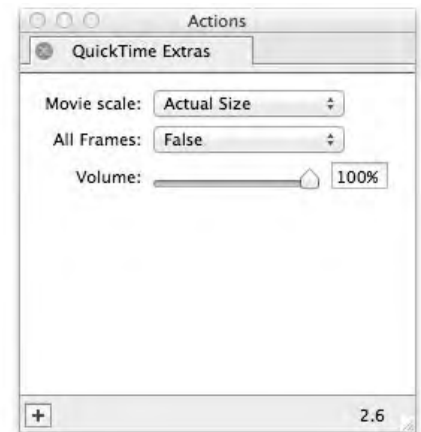
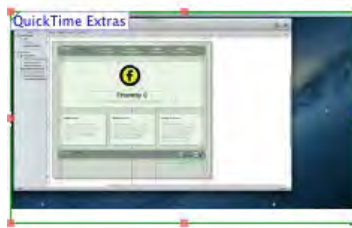
- **Alt Text:** Determines whether alt text for image items is shown in the browser when the viewer has chosen not to display images. This option is on by default.

Note that it is not possible to scale or crop a QuickTime movie item. If you resize the box, the movie will be cropped when displayed in the browser. It is possible, however to scale the movie using the QuickTime Extras Action (see below).

The QuickTime Extras Action

This Freeway Action offers additional functionality for QuickTime items when used on your Freeway page. With the item selected, go to **Item>Actions** and choose **QuickTime Extras**.

- **Movie Scale:** This affects how the movie is scaled in the browser. There are three choices:
 - **Actual Size:** The movie is displayed at its original size.
 - **Aspect:** The movie is scaled to the container but maintains the aspect ratio.
 - **To Fit:** The movie is scaled to the container without maintaining aspect ratio.
- **All frames:** This allows you to set up whether to display all frames in the movie or skip frames to keep in synch.
- **Volume:** You can set the initial audio volume to a value from 100% down to 0%.



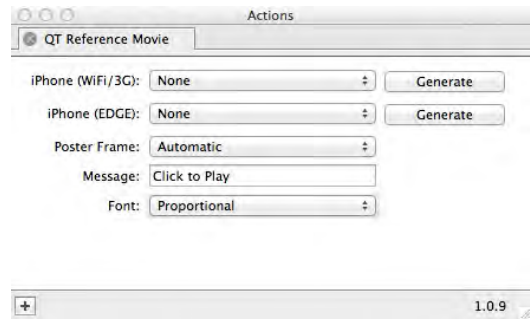
The QuickTime Reference Movie Action

This Freeway Action is used to offer older (pre-3G) iPhone users an alternative movie file which has been reduced in file size—so it is playable on a standard cellphone connection.

To use the Action in Freeway 5.5 and earlier, import a QuickTime movie as normal and then select the item on the Freeway page, go to **Item>Actions** and choose **QT Reference Movie**. In Freeway 6 you need to select the QuickTime movie item on your page then, go to the **Output Settings** tab of the **Inspector**, click on the **Type** popup and change **Video** to **QuickTime**—after that you can now go to **Item>Actions** and choose **QuickTime Reference Movie**.

With the item selected on the page, look in the Actions palette to see the available options:

- **iPhone (WiFi/3G):** By default this popup is set to **None**. If you don't already have an .m4v file to choose in the popup, click on the **Generate** button so that Freeway will automatically generate and choose a version of the original movie file used on the page, saved as an .m4v file for use on 3G and later versions of the iPhone. If you have already created a file to offer, click on the popup, choose **Select** then locate the file in the **Open** dialog and click **Open**.
- **iPhone (EDGE):** By default this popup is set to **None**. If you don't already have a .3gp file to choose in the popup, click on the **Generate** button so that Freeway will automatically generate and choose a version of the original movie file used on the page, saved as a .3gp file for use on earlier iPhones (up to the original iPhone 3). If you have already created a file to offer, click on the popup, choose **Select** then locate the file in the **Open** dialog and click **Open**.
- **Poster frame:** By default this popup is set to **Automatic**, which means that Freeway will choose the first frame of your movie and display that as a clickable button for the visitor to click on to start the movie playing. If you wish to use a custom graphic you have saved on your computer, choose it in this popup by clicking on **Select...**
- **Message:** This lets you choose the text (if you want to use any) on the poster frame to prompt the visitor to click on the movie's poster frame to make it start playing.
- **Font:** Choose the font in this popup to change the font used in the Message.



Note: If after applying the Action you see an error message telling you that you cannot use this Action, go to the Freeway menu (ie, the dropdown menu to the right of the Apple menu in the top left of your screen) and choose Preferences. In here, make sure you have the "Enable AppleScript in Actions" option checked and then click OK.

Flash

Adobe Flash was at one time the most popular way to offer feature-rich animated content on the web. However, with the advent of the iPhone and iPad (neither of which support Flash) its popularity has waned and although it is still used on the web, it is more often used as a "fallback" format for HTML5 movie content.

Flash content in Freeway normally comes in two different types of file—.flv files (which are Flash video files) and .swf files (which are files created in Flash for animation or for functionality to run on a timeline, such as a slideshow with animated effects).

We will cover Flash video files later, but to import a Flash .swf file simply drag and drop it onto the page or draw an HTML box and choose **Import...** from the **File** menu then choose the .swf file to import. Unlike earlier versions of Freeway, Freeway 6 will not display the first frame of the Flash file inside the item.

Unlike other plug-in content, it is possible to scale the Flash item. However, because dragging and dropping a Flash file onto the Freeway page will mean the Width and Height popups for the item are set to Flexible, you will need to select the item, change the Width and Height popups to Fixed and then you can rescale it to suit.

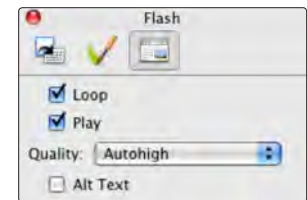
Note: If you try to import a Flash movie into a graphic item box, the movies and other plug-in files will appear grayed out in the **Import** dialog list. Choose **All Files** from the **Show** popup menu to make all items in the list selectable. Freeway will convert the graphic item box into an HTML item box on importing the Flash movie.

To set the parameters for the playback of the Flash file in the browser, use the options in the **Item Output** panel of the **Inspector palette**:

- **Loop:** Causes the Flash file to be continuously replayed.
- **Play:** Causes the Flash file to play automatically when the page is loaded.
- **Quality:** Four options are available for setting the quality of the playback of the Flash file in the browser: **Autohigh** automatically sets the quality at the highest that the browser can handle (this is the default setting); **Autolow** automatically sets the quality at the lowest setting; **High** forces the movie to be exported at the highest quality; **Low** exports the movie at the lowest quality.
- **Eolas Workaround:** See *QuickTime* above.
- **Alt Text:** Determines whether alt text for image items is shown in the browser when the viewer has chosen not to display images. This option is on by default.



Freeway Pro

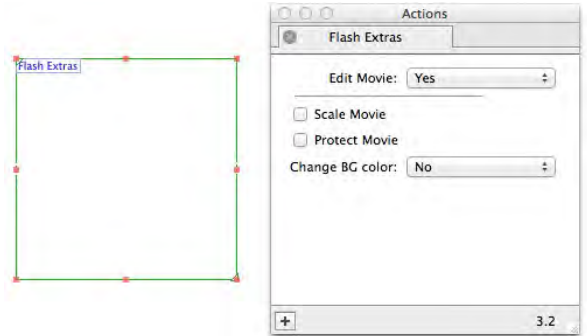


Freeway Express

The Flash Extras Action

This Freeway Action offers additional functionality for Flash items when used on your Freeway page. With the item selected, go to **Item>Actions** and choose **Flash Extras**.

- **Edit Movie:** This provides access to a further set of options that control settings within the movie (these affect the published movie but are not reflected in Freeway's preview).
- **Scale Movie:** This scales the movie to the size of its box. If this is not selected, the movie will be clipped by its box.
- **Protect Movie:** Flash movies have an internal setting that prevents them being opened and edited in Flash authoring software. If your movie is not already protected, this option is enabled. Setting this parameter will force Freeway to publish a protected movie.
- **Change BG Color:** This allows you to change the background color within the movie. There are two options: **Item** sets the color to be that of containing item, while **Other** displays a color popup from which you can choose a specific color.
- **Links:** Following the color options is a list of up to twenty links if URLs have been defined in the Flash movie. These are labeled with the link text followed by a number. If the movie has no links you will see no further parameters. If the movie has more than twenty links then only the first twenty are shown. The popup associated with the link allows you to link to any page within your Freeway Document or to an external URL (if you leave the popup at **None**, the original link is unchanged). Setting links for your Flash movie using the **Flash Extras Action** means that those links will be managed by Freeway.

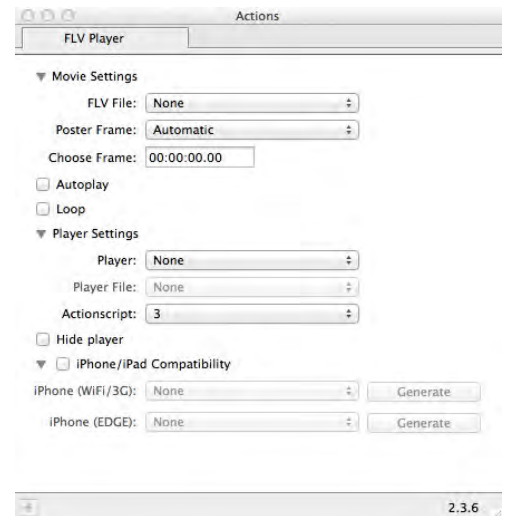


The FLV Player Action

This Freeway Action offers greater support for a Flash .flv movie file to be used on a Freeway page, so that iOS device users (iPhone, iPod Touch and iPad) will be automatically offered the movie as a QuickTime movie as an alternative. We do recommend, however, that you import the original movie as an H.264 encoded .mp4 or .m4v file so it can be output as HTML5 video instead (see earlier in this section) as that will mean the movie will viewable on the maximum number of browsers and devices.

To use the Action, click and hold on the Action tool on Freeway's tool bar, choose FLV Player, draw an item on the page and then look in the Actions palette to see the options available:

- **FLV File:** Click and hold on this popup, choose Select..., locate the FLV file you wish to offer on your page then click Open.
- **Poster frame:** By default this popup is set to Automatic, which means that Freeway will choose the first frame of your movie and display that as a clickable button for the visitor to click on to start the movie playing. If you wish to use a custom graphic you have saved on your computer, choose it in this popup by clicking on Select...
- **Choose Frame:** If you know the time of a frame within the movie that you would like to use for the poster frame, enter the time in this field.
- **Autoplay:** If you want the movie to play automatically (without needing to click on a play button) check this option. Because a poster frame is not required for an autoplay movie, the Poster Frame and Choose Frame options will not appear if the Autoplay option is checked.
- **Loop:** If you want the movie to play over and over (rather than playing through to the end and stopping, which is the default behavior), check this option.
- **Player:** Click and hold on this popup to choose the "skin" you want to use for your movie. There are three preset ones to choose from: HTML5 (which outputs the file with an HTML5 fallback file), Over (which displays the controller bar above the movie) and Under (which displays the controller bar below the movie). Choose Custom Player so you can choose to use your own player file if you already have one to use.
- **Player File:** If you choose Custom Player in the Player popup, choose the file you want to use for your custom player in this popup.
- **Actionscript:** By default this popup is set to use the later version of Actionscript 3. If know that the player you want to use is built using Actionscript 2, choose 2 in this popup.
- **Hide player:** Checking this option will hide the movie item on your Freeway page.
- **iPhone/iPad Compatibility:** Checking this option will make the options below active.
- **iPhone (WiFi/3G):** By default this popup is set to None. If you don't already have an .m4v file to choose in the popup, click on the Generate button so that Freeway will automatically generate and choose a version of the original movie file used on the page, saved as an .m4v file for use on 3G and later versions of the iPhone. If you have already created a file to offer, click on the popup, choose Select then locate the file in the Open dialog and click Open.
- **iPhone (EDGE):** By default this popup is set to None. If you don't already have a .3gp file to choose in the popup, click on the Generate button so that Freeway will automatically generate and choose a version of the original movie file used on the page, saved as a .3gp file for use on earlier iPhones (up to the original iPhone 3). If you have already created a file to offer, click on the popup, choose Select then locate the file in the Open dialog and click Open.



Java applets

Java is a programming language developed by Sun Microsystems. Java is not to be confused with JavaScript, a separate language. Java is platform independent, which means the same program file (or “Java applet”) will run on any computer or browser that has Java capability. Java applets can function as graphic items, incorporate animation and interactivity or perform other useful tasks. Many applets available for download provide the same functionality that might otherwise be obtained using JavaScript Actions or Flash movies.

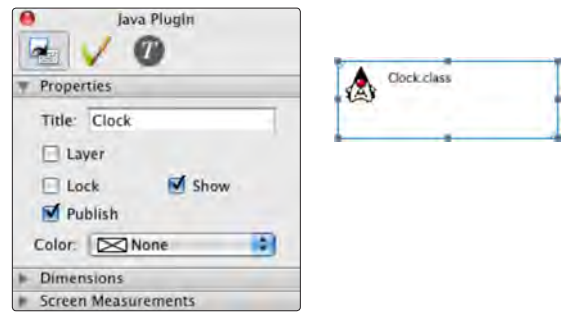
It is worth noting that execution of Java applets can require a great deal of system resources on the visitor’s machine, and some browsers ship with the Java support disabled by default. If the applet fails to run for any reason, the visitor may just be left looking at a blank gray box on their screen with no explanation of what has gone wrong.

Java applets can be imported into a box in Freeway just like any other content. You can add additional parameters to the applet in the **Extended** dialog on the **Item** menu. The applet parameters are inserted in the **Parameters** section of this dialog. If there is a large number of parameters, it might be best to insert a **Markup** box in Freeway and paste the code in there. You will need to upload the applet separately to the web server. For more information about adding markup, see *Extending the code generated for specific items* on page 213.

There are three issues to be aware of when using Java applets:

- Java applets often need to be stored in the same folder as the HTML file that refers to them. This means that you should probably make sure that you have selected the **With HTML files** option for the **Resources** in the **Document Setup** dialog.
- Java applets may require additional files to be uploaded to your site. You will need to upload these files separately to the server, as Freeway will not know about them. See *Dedicated FTP tools* on page 142 for more information.
- Java applets can sometimes be locked so they only work from specific domains. Testing an applet which has this security feature may not work as expected unless the test site is published to a server that is online.
- Java applets normally can’t be renamed. If you rename them you will probably find that they will not run.

You can find out more about Java technologies by visiting the Java.com web site).



Other types of non-standard web content

There are other types of non-standard web content (ie, items and file types which are not just simple text and graphic content which, although not specifically classed as “multimedia” that we should perhaps mention here. Below are some additional file types which are often used in web design.

PDF

PDF (Portable Document Format) is an Adobe format for electronic documents. Electronic documents created as PDF files can be transferred via the web for viewing and printing locally. Older browsers required specific Adobe plug-ins to offer full functionality, but all modern browser can now handle PDF files so they can be displayed within the browser window and/or downloaded to the visitor’s computer.

Using Freeway you can offer visitors a link on a web page which can download the PDF or view it within a browser window (if their browser supports this). To do this, you should read through the KnowledgeBase articles on the **Link to PDF Action** (see: <http://www.softpress.com/kb/questions/340/>) (to offer the link as an HTML text link) and the **Graphic Link to PDF Action** (to offer the link as a graphic item, such as a button).

Note: It is very important to note that drawing a graphic item on your page and then importing a PDF file (or dragging and dropping a PDF file onto a Freeway page) will not offer the PDF for download or viewing in a browser. Because Freeway supports the importing of PDFs as graphic file types, using those methods will simply import the first page of a PDF file and then, by default, Freeway will output the graphic as a JPEG by default. Because of this, if you want to specifically offer a PDF file for download or viewing in a browser, you must use one of the above Link to PDF Actions.

Scalable Vector Graphics (SVG)

SVG is an XML-based vector graphics format developed by Adobe in association with the World Wide Web Consortium. In many ways similar to Flash, SVG supports layers, transparency, raster effects, and scripting. Currently, SVG has not been widely adopted, but is still used occasionally as an alternative to Flash animations.

Most mainstream browsers require a plug-in to support SVG. However, native support for the standard is in Firefox 1.5 and above and various other Mozilla-based browsers (see <http://www.croczilla.com/svg/>). For more information about SVG, see <http://www.adobe.com/svg/>

An SVG file can be imported into an HTML box, but Freeway will treat it as pass-through plug-in content. As such, there is little control over the published output from within Freeway.

Hyperlinks and Anchors

Your content may be top notch but it's of no benefit if visitors can't navigate through your site. It is essential that you consider navigation as an important part of the planning of your site.

To allow the visitor to navigate your site, you must define *hypertext links* (hyperlinks). A hyperlink can be applied to a selected run of text or to any box you have drawn in Freeway, with the exception of HTML text boxes.

When creating navigation, you can set up links either between pages in the same document or to external pages and other objects anywhere on the web, using hyperlinks defined within Freeway. You can also define the browser window in which your linked file will open.

There are many types of hyperlinks and this chapter will introduce you to all of them. The most important ones to begin with are the links that you create between pages in your document.

Note: If you want to set up a full-featured navigation bar for your site you might want to look into using the **CSS Menu Action**. This Action makes it very quick and simple to build a drop-down-and-fly-out navigation bar you can use on all your pages to help visitors find their way around the pages of your site—even if you have some pages used as sub-pages of different sections of your site. You can read more about how to build a CSS Menu in the dedicated section at the end of this chapter

Linking between pages in your document

Prior to laying out your pages, you should define the structure of your site; that is, what pages should be linked and how you want users to be able to navigate. Defining site navigation often starts when creating the basic layout of your web pages. To ensure that navigation is consistent and easy is one of the main tasks carried out when defining master Pages.

Actually, creating the links to other pages can be done at any stage during the design process. If the destination page already exists in the document when you wish to link to it, you can simply choose it by name from the list of existing pages. If the destination page does not yet exist, you can create it as you define the hyperlink. This is called linking to a new page.

When defining a link to a page in the same Freeway document (referred to as an internal link), it does not matter what the title of the destination page is, or what the filename of the destination page will be. In Freeway, pages in the same document are internally referenced as objects, and internal links are defined as being links to a page object whose title and filename may change before the site is exported. This provides you with a considerable amount of freedom and flexibility in the way you create your site, as you can continue to change the page titles and/or filenames right up until the site is published, without fear of breaking the links you have carefully defined.

When the pages are published as HTML, the internal links are converted to explicit references to the actual page filenames as shown in the **Inspector palette**.

Linking to external pages

Sometimes you need to define a link to a page that is not part of the same Freeway document. When you do this, you must type or copy/paste a reference to that page into the **Edit Hyperlink** dialog yourself. To do this, you can either refer to the external page with an *absolute reference*, using its complete URL (Uniform Resource Locator), or with a *relative reference*, if the destination page is on the same web site as the source page.

When entering external references, you must take care that the spelling and case used for external filenames is exactly the same.

Absolute references

If you use an absolute reference, this specifies which web server the destination page resides on, the exact path to it, and its filename. If you are linking to a page that is held on a different web server to the one your source page is on, you must use the absolute reference, specifying the complete URL. Here is an example of such a URL:

```
http://www.robotsfrommars.com/my_folder/page1.html
```

This URL describes a page called *page1.html*, contained in the directory *my_folder*, on the web server *www.robotsfrommars.com*. No matter where the source page is located on the web, this link will always succeed if the destination page remains in the same location.

Relative references

If you use a relative reference, then there is no mention of the specific server the destination page is on, and the link will assume that the source page and the destination page are on the same server. This method is of great advantage if you wish to have the flexibility to move the pages to a different location, without having to change the links.

For example, if a customer has commissioned some pages and you wish to test them on your own server before giving them to the customer to put on their own web site, it may well be best to use relative references. Remember that this only applies if the source and destination pages are not part of the same Freeway document.

Here are three examples of relative references:

- 1 page2.html
- 2 marketing/index.html
- 3 /marketing/index.html

The first example would be used to link to a page with a filename of *page2.html* which resides in the same folder (“directory”) as the source page. If you move either the source page or the destination page to a different directory, the link will break.

Example 2 would be used to link to a page with a filename of *index.html* which resides in a directory called *marketing*, which in turn resides in the same directory as the source page. If you move the source page to a different location from the directory *marketing*, then the link will break; but you can move both somewhere else together.

The third example would be used to refer to a page with a filename of *index.html* which resides in a directory called *marketing* which is contained in the top level (or “root directory”) of the same web server. You can move the source page anywhere on the web server and the link will still work, but the link will not work if you move the source page to a different web server or if you move the directory *marketing* so that it is no longer in the root directory.

It is also possible to have a relative link which includes references to parent directories. For example, this would be required to establish a relative link to a resource in another directory at the same level. From a page in a directory called *marketing*, to a page called *sales.html*, in a directory called *sales*, that resides next to the directory *marketing*:

```
../sales/sales.html
```

Using the double dot (..), it is possible to refer to a higher level directory without specifying its name. In this case, “..” refers to the directory which contains both the *sales* and *marketing* directories—we don’t need to know its name.

```
../../charts
```

This refers to a directory called *charts*, which is one level higher than the *sales* directory.

For more information about managing links like this, see *Managing your site* on page 140.

Types of hyperlink

As mentioned before, there is a wide variety of types of hyperlink, and you can specify any of these within Freeway’s **Edit Hyperlink** dialog when defining an external link.

Here is a brief description of the different types of hyperlink:

- **file**: A reference to a file on the local hard disk of the computer which is running the web browser. Use this to specify a local file when pages are to be viewed locally, not served by a web server.
- **ftp**: A reference to a file held on an FTP server.
- **http**: A reference to an HTML page or other object which is held on a web server.
- **https**: A reference to an HTML page or other object which is held on a secure web server. When a web browser loads a page from a secure server, the information sent between the browser and the server is encrypted so that third parties cannot intercept or read it.
- **mailto**: A reference to an email address. When the browser is configured correctly, clicking on a mailto link will automatically launch the selected email client application on the visitor’s computer and create a new blank email, addressed to the email address specified in the link.
- **news**: A reference to a newsgroup stored on an Internet News server. When such a link is activated, the browser will attempt to launch a news reader and link to the default news server, if one is specified.

Freeway also offers **gopher**, **telnet**, **tel**, and **wais** hyperlink protocols.

When defining absolute references to external objects served by your web server, you must specify the protocol “http”; however, you must omit the protocol for relative references.

If you have entered text into the text field, then subsequently specify or change the protocol, Freeway intelligently preserves your text and prefixes it correctly with the new protocol.

Creating hyperlinks

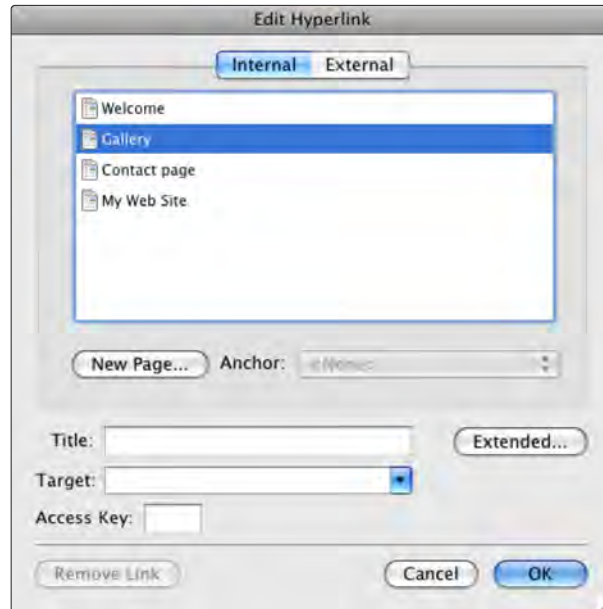
Within Freeway, hyperlinks may be applied to any run of text (which can be either HTML text or GIF text) or to any box drawn with Freeway’s drawing tools, except HTML text boxes and form controls.

This section shows you how to:

- Define an internal link to an existing page using the **Edit Hyperlink** dialog.
- Define an internal link to an existing page using the internal links popup menu.
- Define an external link using the **Edit Hyperlink** dialog.
- Create a new page as you link to it.
- Drag and Drop hyperlinks into Freeway.
- Remove hyperlinks.

To define an internal link to an existing page using the Edit Hyperlink dialog

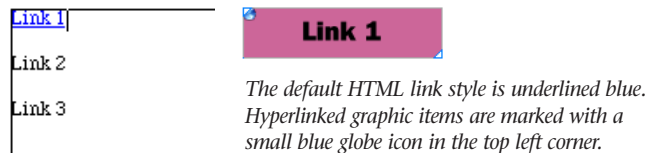
1. Highlight the text, or select the box to which you wish to apply the hyperlink.
2. Either:
choose **Hyperlink...** from the **Edit** menu.



Or:
click on the globe icon at the bottom of the document window.



3. Select a page from the list of **Internal** pages and click **OK**.



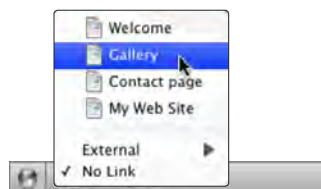
4. The link will be indicated by blue, underlined formatting for HTML text, OR by displaying a link icon in the top left corner of boxes, as appropriate.

The link will be displayed, using the page title you have given to it in Freeway, in the hyperlink area at the foot of the document window when the linked text or box is selected.



To define an internal link to an existing page using the Link popup menu

1. Highlight the text or select the box to which you wish to apply the hyperlink.
2. Click on the **Link** popup at the bottom of the document window, and select a page from the list of existing pages.



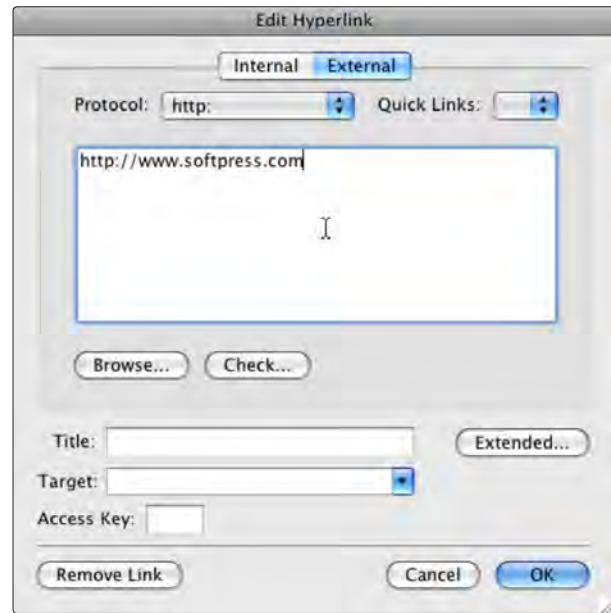
3. The link will normally be indicated by blue, underlined formatting for text, or by displaying a link icon in the top left corner of boxes, as appropriate. The link will be displayed in the status line at the foot of the document window when the text is highlighted or the box is selected.

For more information about how to change the styling of HTML text hyperlinks, see *Hyperlink styles* on page 118.

To define an external link using the **Edit Hyperlink** dialog

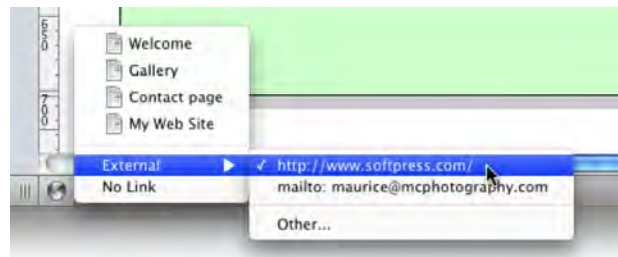
1. Highlight the text or select the box to which you wish to apply the hyperlink.
2. Either:
choose **Hyperlink...** from the **Edit** menu.
Or:
click on the globe icon at the bottom of the document window.
3. Select the **External** tab, and type or copy/paste the link reference into the text field provided.
4. The link will be indicated by blue, underlined formatting for HTML text, or by displaying a link icon in the top left corner of boxes, as appropriate. The link will be displayed in the status line at the foot of the document window when the linked text or box is selected.

Power Tip: If you have numerous email and URLs in your web site which you wish to apply frequently, Freeway stores the URLs in the **Quick Links** popup menu.



To define an external link using the **Link popup menu**

1. Highlight the text or select the box to which you wish to apply the hyperlink.
2. Click on the **Link** popup at the bottom of the document window, and select a link from the **External** submenu. This lists external links that are already used in the document.
3. The link will be indicated by blue, underlined formatting for HTML text, or by displaying a link icon in the top left corner of boxes, as appropriate. The link will be displayed in the status line at the foot of the document window when the linked text or box is selected.



To create a new page as you link to it

1. Highlight the text, or select the box to which you wish to apply the hyperlink.
2. Either:
choose **Hyperlink...** from the **Edit** menu.
Or:
click on the blue globe button at the bottom of the document window.
3. Select the **New Page...** button and if you wish, choose a different master page on which to base the new page.
4. Name the new page and click **OK**.
5. The link will be indicated by blue, underlined formatting for HTML text, or by displaying a link icon in the top left corner of boxes, as appropriate. The link will be displayed in the status line at the foot of the document window when the linked text or box is selected.

Drag and drop hyperlinks

You can drag and drop hyperlinks from HTML text displayed in some browsers. You can drop the link onto graphic boxes in Freeway, or onto the link area at the bottom of the document window.

To copy the hyperlink to a box in your Freeway document, open a web page in your browser and find the text hyperlink you want to copy. Before you drag the link, you will need to create a graphic item in Freeway and arrange the windows of the browser and your Freeway document so that you can see both the link in the browser and the box in Freeway.


Point to the linked text in the browser and drag it onto the item in your Freeway document. The URL representing this hypertext link is copied to your Freeway document, applied to the item and displayed in the hyperlink area at the bottom of the document window when you switch back into Freeway.

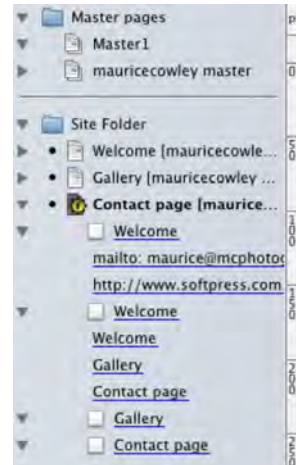
Links cannot be dragged directly onto a text selection within Freeway, but you can apply links to text by selecting the text and then dragging the link onto the link area at the bottom of the document window.

Removing hyperlinks

You can remove a hyperlink by highlighting the text or selecting the box in question, then going into the **Edit Hyperlink** dialog as above and click the **Remove Link** button. Alternatively, choose **No Link** from the hyperlinks popup menu at the bottom of the document window.

Viewing and selecting hyperlinks defined for a page

To view the hyperlinks in a document, choose **Show Links** from the  menu at the bottom of the **Site panel**. The links defined on each page will appear listed below the page. Links are shown as underlined. Clicking any link shown in the **Site panel** will select the text or item which bears the link and scroll that area of the page into view within the document window.



Viewing hyperlinks on a page using the **Site panel**. Clicking the link will select the text or item that bears the link.

Defining the target window

To define the window in which a linked file will open, set a “target” for the link in the **Edit Hyperlink** dialog. For a description of how to do this, please see *Targeting links* on page 196.

Note: In Freeway Pro, if the page HTML level is set to HTML 4.01 Strict or XHTML 1.0 Strict link targeting is not possible as it is not valid code for these output levels.

The Target popup refers to how the linked page or anchor should be displayed (rather than which page is being targeted by a specific link). Two of the four target attributes are most commonly used (but not exclusively) with framesets, while two others are commonly used to control whether the linked page opens in the same browser window or browser tab as the link itself or whether it displays the linked page in a new browser window/tab. If you click on the Target popup you will see the following options:

- **Parent Frame:** This gives the link the target attribute of **_parent**, which means that the linked content will display in the parent of the current frame where the link is set. Note that if the frame where the link is set does not have a parent frame, the entire frameset will be displayed when the link is clicked on (which effectively means it works in the same way as Topmost Frame—see below).
This can also be used to make a link which is used in an iFrame to open the linked content in the main page on which the iFrame is used rather than being constrained with the iFrame.
 - **Topmost Frame:** This gives the link the target attribute of **_top**, which means that the linked content will display in the entire frameset rather than within a specific frame.
 - **New Window:** This gives the link the target attribute of **_blank**, which means that the linked content will open in a new browser window or browser tab. Whether the visitor's browser opens the link in a new window or tab will ultimately depend on how the visitor has their browser preferences set (the default for most browsers is to open in a new tab rather than a new window).
- Most web designers use this attribute for external links (i.e., links which are outside of the home website) because it leaves the original website window open in the browser's row of tabs.
- **Current Window:** This gives the link the target attribute of **_self**, which means that the linked content will open in the same browser window as the original link.

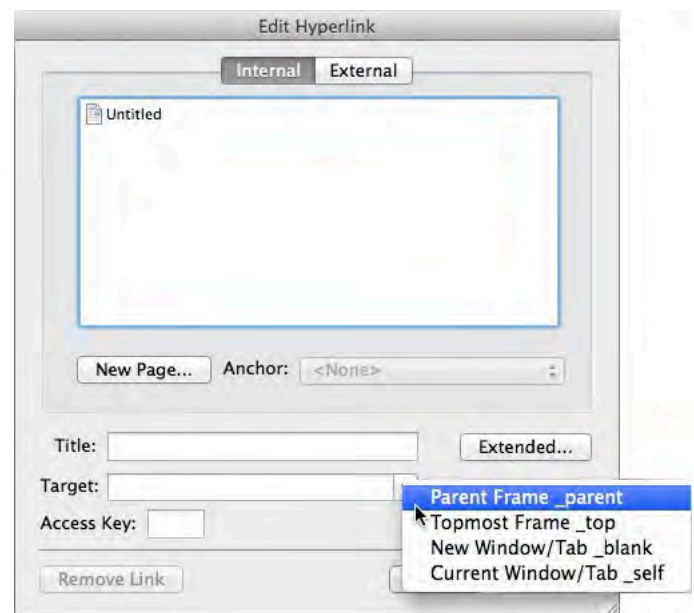
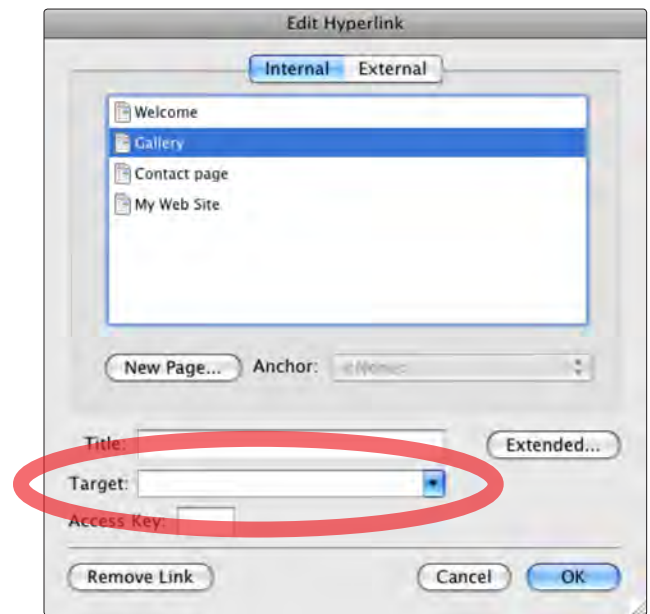


Image maps

Rather than creating a link on an entire graphic, it is possible to create links so that the visitor is taken to a different destination depending on which part of the graphic is clicked. This is called an image map. Freeway uses map area items to define such “hot-spots”; these are shown with purple outlines and cannot hold content or be given any fill or border. You draw map areas using the map area drawing tools in the **Toolbar** or **Tools palette**.

Note: *Freeway Express does not have a separate **Tools palette**.*

Creating an image map

Image maps are easy to define within Freeway by creating hot-spots over the areas of the graphic you wish to link to somewhere else.

1. Import a graphic and position and size it as you wish.
2. Draw a map area item over each part of the graphic you wish to be a hot-spot.
3. Assign each map area item a unique hyperlink as described previously.

You can create hotspots using one of the three map area tools: rectangle, oval, and path. Freeway creates client-side image maps, which are fully supported by most modern browsers.

Note: *If you apply a link to a graphic item that is exported as part of a combined image, the link will be recreated using an image map in the output.*



Hyperlink styles

When hyperlinks are displayed on HTML text in a web browser, they are normally shown in color and underlined to set them apart from normal text that is not linked. If you do not specify otherwise, the link colors set in the browser will be used.

There are four colors and styles that may be displayed for any piece of linked HTML text. These are: (1) normal: the color and style of links that have yet to be visited, (2) visited: the color and style of links that have already been visited, (3) hover: the color and style of links when the mouse cursor is hovering over them, and (4) active: the color and style of links when they are clicked on. Web browsers remember which pages have been viewed in the past, and by changing the color of visited links they can show visitors what is yet to be explored.

It is important that link colors contrast clearly against the page background or the visitor may find it hard to read the text or difficult to make out where the links on a page are located.

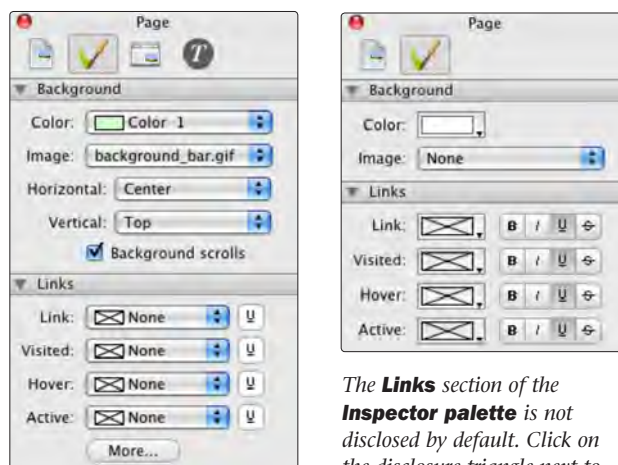
The default colors used by web browsers typically stand out against a white or gray page background but do not show up well against, for example, a dark or black background. You must use your judgement, and when you feel that it is necessary, specify your own colors to be used for linked text. However, users tend to expect hyperlinks to be blue and underlined.

Setting hyperlink styles for a page

You can set the styles for each of the four link states using the **Links** section in the **Page Appearance** panel of the **Inspector palette**. To ensure that the same styles are used across a range of pages, you can set this on the master page used by those pages.

On the page or master page in question:

1. Display the **Page Appearance** panel in the **Inspector palette**. Click on the disclosure triangle next to **Links** to show this section, if it is not already open.

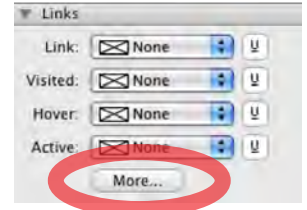


The **Links** section of the **Inspector palette** is not disclosed by default. Click on the disclosure triangle next to the **Links** label to show the options. Freeway Pro (left); Freeway Express (right).

- Choose an appropriate color and style for normal links (**Link**), visited links (**Visited**), links that are underneath the mouse cursor (**Hover**), and links that are being clicked on (**Active**).

In Freeway Pro, the underline button has three states: on (dark gray), off (light gray), and undefined (white). When underlining is undefined, its actual state is determined by the inherited or default style. To access other link style options in Freeway Pro, click on the **More** button.

Any HTML text within the Freeway document which has a link applied will be displayed in the color and style set for **Normal**. GIF text will not show this feedback in Freeway or in the browser.



Setting hyperlink colors for an item

In Freeway Pro, you can set link styles for any CSS item. This is useful if you wish to have different link styles on different parts of a page. To set link styles for a CSS item:

- Select the item and display the **Item Appearance** panel in the **Inspector palette**. Click on the disclosure triangle next to **Links** to show this section, if it is not already open.
- Choose an appropriate color and style for normal links (**Link**), visited links (**Visited**), links that are underneath the mouse cursor (**Hover**), and links that are being clicked on (**Active**). To access other link style options in Freeway Pro, click on the **More** button.

In Freeway Express, you can use the **Text Link Style** Action to set link styles for individual boxes. This Action also allows you to set link styles for non-CSS items.

Testing navigation within Freeway

As you define the navigation between pages in your site, it is essential that you test it as you go along to ensure that the links go to the correct places and the navigation is smooth. You can do this while previewing the pages in your web browser but you can also test internal links from within Freeway.

To follow internal links within Freeway

- Highlight the text or select the box which has the internal link you wish to test.
- Choose **Follow Link...** from the **Edit** menu or **Command-click** on the link in the hyperlink area at the bottom of the document window.
- Freeway will switch to the destination page.

To test external links, you must preview the site in a web browser.

Managing links

The **Edit URLs** dialog is used to manage the external links used in your document. It allows you to view and modify the links without the need to find each one and manually update it.

Select **URLs...** from the **Edit** menu to display the **Edit URLs** dialog: The URLs are listed in alphabetical order.

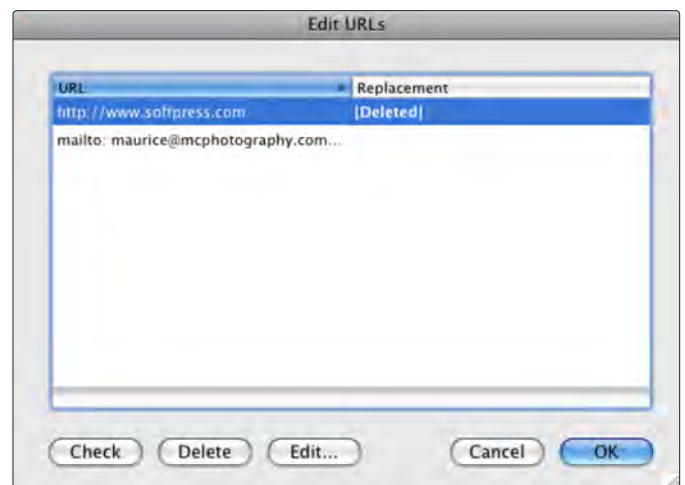
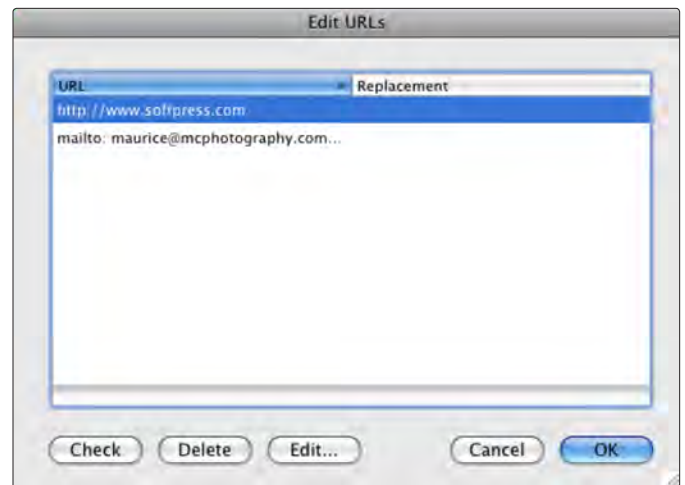
To edit a URL, select it in the list and click the **Edit...** button. A dialog will appear allowing you to type a new URL. Modify the URL and press **OK** when you have finished.



To delete a URL, click the **Delete** button or press the **Delete** or **Backspace** key. The right column will read: “[Deleted]”.

To check that a URL is valid, click the **Check** button. (This assumes you are connected to the Internet. If you are using a dial-up internet connection, Freeway will attempt to dial up and connect.)

When you have finished editing the URLs in your document, press **OK** to apply the changes. If you press **Cancel**, none of your changes will be applied.



Anchors

Using links between pages, you can allow visitors to your site to navigate from one page to another. When a new page is loading into the browser window and it is longer than can be shown in the window, a scroll bar will normally appear to allow the visitor to scroll down the page to any point they desire.

This is usually exactly what is needed—however, on long pages it is often useful to allow visitors to navigate directly to a particular point on the page, rather than the top. Anchors provide a means of allowing this.

What are anchors?

An anchor is a way of marking a vertical location on a page, and this location can then be referenced as a specific destination when you are creating links to that page.

When someone follows a link that includes an anchor reference, the destination page will load and automatically scroll to the position of the anchor if that location is not already visible in the window.

Why use anchors?

Anchors are useful on long pages. If there is some information to which you'd like a link, and it's half way down the page, an anchor will take the user directly to it.

You might also offer links at the top of a page, which will scroll to headings that appear further down. This can be used as a sort of dynamic table of contents to allow easier navigation within the current page.

It's also common practice on long pages to offer links back to an anchor at the top of the page. This way it is easier for the visitor to return to the top when they have finished reading—these links are often found at the end of each section in a long page, as well as at the foot of the page.

How do anchors work?

At each vertical location which you'd like to become a target destination, an anchor must be defined. When you define an anchor, you do so by giving it a name. Every anchor should be given a unique name, so that no two anchors within the same page share the same name. Each anchor can then be referenced as the destination of a link by using its name.

Once anchors have been defined within a Freeway document, they will be available for linking. You start by defining a link, which simply points to the page itself as normal, but you then have the option to additionally specify any anchor that has been defined within that page. You can also link to anchors on external pages.

When defining anchors, it's usually a good idea to give them descriptive names. Although it's often quicker and easier to simply use different numbers or letters for the names of your anchors, meaningful names can assist visitors as they navigate your site.

Meaningful anchor names help visitors to navigate because as the visitor moves the mouse over a link in their browser, the destination of the link will usually appear in the status bar of the browser window, or as a help tag under the mouse cursor. This will display the name of any anchor specified. Careful naming of anchors will help the visitor decide whether they wish to follow the link.

For example, if you have some HTML text giving contact information at the bottom of one of your pages, you can create an anchor on the text and give it the name "contact". You might link to this contact information from other points on the page or from other pages.

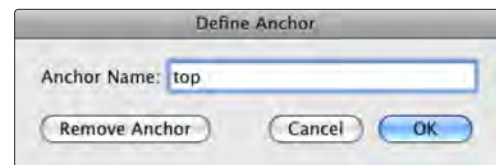
Defining anchors within Freeway

In Freeway, you can place an anchor on any run of text in an HTML item or on any graphic item. It is not possible to apply an anchor to an HTML item.


To define an anchor

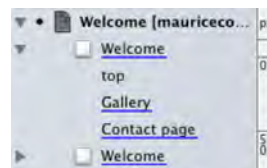
1. Highlight the text or select the item you wish to bear the anchor.
2. Choose **Anchor...** from the **Edit** menu or press **Shift-Command-a** to bring up the **Define Anchor** dialog.
3. Type a name for the anchor.
4. Click **OK**.

The anchor will now be available in the anchor popup menu when you are defining links to that page using the **Edit Hyperlink** dialog.



Viewing and selecting anchors defined for a page

To view the anchors in a document, choose **Show Links** from the  menu at the bottom of the **Site panel**. The links and anchors defined on each page will appear listed below the page. Anchors and links are shown with an underline. Clicking any link or anchor shown in the **Site panel** will select the text or item which bears the link or anchor and scroll that area of the page into view in the document window.



The anchor "fourth page#top" appears in the links shown for "fourth page".

To edit an anchor

1. Highlight the text or select the item that bears the anchor.
2. Choose **Anchor...** from the **Edit** menu to bring up the **Define Anchor** dialog. You should see the name of the anchor displayed in the dialog.
3. Edit the name and click **OK**.

The anchor will be updated with its new name and all links in the same document that refer to that anchor will be automatically updated to reflect the change. If you have already linked to the anchor from outside the document, you will need to edit these external links manually to reflect the change.

To remove an anchor

1. Highlight the text or select the item that bears the anchor.
2. Choose **Anchor...** from the **Edit** menu to bring up the **Define Anchor** dialog. You should see the name of the anchor displayed in the dialog.
3. Click **Remove Anchor** button.

The anchor will be removed and will no longer show in the anchor popup menu.

Note: When working with anchors on text, if the text selection is not exactly the same as it was when the anchor was defined, you may get unexpected results when editing or trying to remove the anchor. If the selection includes additional text which was not part of the original selection, you will see a hyphen (-) indicating that there is a mixture of attributes specified for anchor. Alternatively, if you do not select all the originally highlighted text, the anchor will not be completely removed from the page.

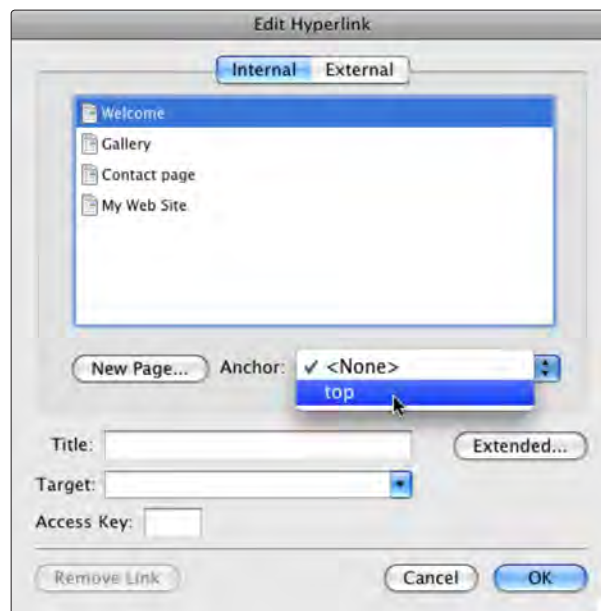
Linking to anchors

Within the same Freeway document

You can create links within Freeway by using the **Edit Hyperlink** dialog, or by using the popup menu at the bottom of the document window. You can link to any existing anchors on a particular page only from the **Edit Hyperlink** dialog.

Linking to anchors using the Edit Hyperlink dialog

1. Highlight the text or select the item you wish to bear the link.
2. Choose **Hyperlink...** from the **Edit** menu to bring up the **Edit Hyperlink** dialog.



3. Using the scrolling list, choose the page containing the anchor to which you wish to link.
4. Using the **Anchor** popup menu, choose the anchor on the destination page to which you wish to link and click **OK**.



The name of the anchor takes the form of the page title, followed by a “#” symbol and the anchor’s name.

To remove a link to an anchor

1. Highlight the text or select the item that bears the link.
2. Select **<None>** from the **Anchor** popup menu in the **Edit Hyperlink** dialog to remove the link to the anchor, leaving only a link to the page.

Removing items that have anchors attached to them

When an item (or text) that bears an anchor is deleted—either directly or by a page/folder/master being deleted—a dialog will appear warning you that all links to this item will be removed. Clicking **OK** will delete the item and remove all links to it in the same document. Clicking **Cancel** will leave your document unchanged.

Email links

Email links allow you to define a link that, when clicked on by the user, creates a new mail message in the user's email application with the "To:" field filled in with the details you specify in the Email link. An Email hyperlink is defined by the mailto protocol.

Encoded email addresses

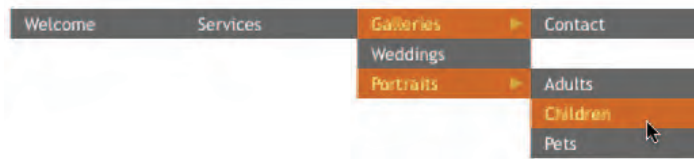
Freeway automatically encodes email addresses, in HTML text and in links, to make them less accessible to spam harvesters. Encoded addresses can still be read by humans and web browsers, of course, and are a limited defense against more sophisticated spam harvesters.

In Freeway Pro, this feature can be turned off using the **Output** pane of the **Document Setup** dialog.

Useful Freeway Actions for Hyperlinks

There are many Freeway Actions which can be used to help you build a navigation bar (which can be used on every page as the main tool for choosing pages to visit) and also to help with styling the color and underline behavior, especially if you want to over-ride the page-level Link Styles covered earlier in this chapter.

The CSS Menus Action



Freeway offers a powerful yet quick and simple way to create reliable and elegant "drop-down-and-fly-out" navigation menus using CSS—making them quick to load, fast in operation and Accessibility-friendly for visitors with disabilities. The menu will even display if the visitor has JavaScript turned off in their browser.

The CSS Menus Action is applied to an HTML item and this item must only contain "list" text. To create a CSS Menu, draw an HTML item on your page, go to the Inspector, open the List panel at the foot of the General Settings tab of the Inspector by clicking on the disclosure triangle on its header bar and click on the right arrow once. Any text you type will now be formatted in the HTML list style. Don't worry about entries in the list displaying with bullets, they won't display with bullets in the finished CSS Menu.

A "nested list" is text within a list which has varying list levels applied. The level of a list item determines whether the word(s) of a list entry will be used as a main menu, a submenu or a submenu of a submenu, etc., of the CSS Menu. If you want to make an entry in your list a submenu of another, simply click on the right arrow again in the List panel of the Inspector.

To go back a level in your list you need to click on the left arrow in the List panel of the Inspector. Each click will take you back a level. Note that clicking on the left arrow when you are currently in the base level of a list will turn your text back into normal text (ie, not a list).

Text with the base level list styling (which is the level that will be used for your main menu items in your CSS Menu) displays with a round black bullet. Clicking on the right arrow button in the List panel will display text in the next list level which is indented further from the left and has white circle bullets with a black outline. Clicking again on the right arrow in the List panel will display text indented further from the left and the text will have square black bullets in front of them.

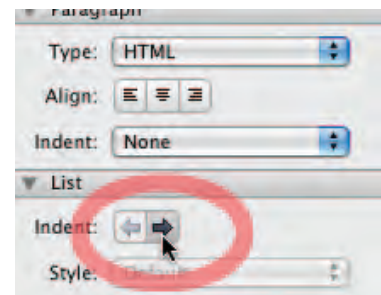
In the screenshot right, you can see the hierarchy of the nested list for a photography web site. The list entries "Welcome", "Services", "Galleries" and "Contact" are base level list items, so they will display in the finished CSS Menu as main menu items.

In the screenshot, the entries for "Weddings" and "Portraits" are second level list entries and, because they appear immediately underneath "Galleries", they will appear as a submenu of that main menu item.

The entries for "Adults", "Children" and "Pets" are third level list entries which will appear as submenu items of "Portraits", which in turn is a submenu of "Galleries".

After entering the text for "Pets" (which is a third level list item) it is necessary to click the left arrow in the List panel of the Inspector twice to go back two list levels, so that "Contact" is a base level list item.

You can see how this will look in the finished CSS Menu in the first screenshot in this article (above).



Linking and styling a CSS Menu

Now that the hierarchy for the list is done, links need to be established for each menu entry to the appropriate page in the site. To do this, you need to create a page for each menu item you want to display as a link.

Once that's done, you'll notice that linked text now displays in blue with an underline—you can ignore this for now as the CSS Menu Action will take care of the color and underline behavior of text in the navigation bar.

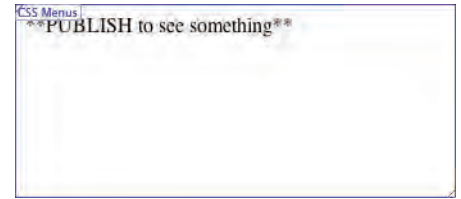
To style a CSS Menu, it's important that you only apply Font, Size, Style and Align attributes to the text in the Inspector - all other styling (link color, underlining, etc.) is controlled by options applied in the CSS Menus Action (Note: Pro-users can use Pro-specific styling or a CSS text style to apply additional styling to a CSS Menu item, but take care not to apply a color or underline attribute to the text as this will conflict with the CSS Menu Action).

Applying and setting options for a CSS Menu

The CSS Menu Action is applied to the item by selecting it, going to Item>Actions and choosing CSS Menu.

As soon as the Action is applied to the item, you'll see a message displayed on the item itself stating that you need to publish your file to see a preview of the CSS Menu—this is because the HTML for the menu needs to be generated so a preview can be displayed.

With the item selected, open the Actions palette to see that there are two panels of settings which control how the menu will behave—Main Menu Settings and Submenu Settings—and these are chosen by clicking on the popup at the very top of the Actions palette. As you would expect, the Main Menu Settings refer to the settings of the menu items displayed when you first see the page in a browser, and the Submenu Settings refer to the submenus which appear when you move your mouse over menu items with associated submenus.

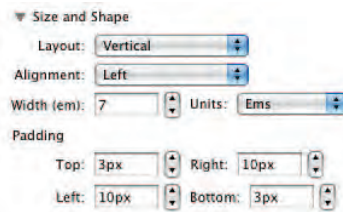


Main Menu Settings options

The default layout of the CSS Menu Actions palette is shown here. Click on the disclosure triangles for each section to view all the options. Sections with checkboxes need checking for options to become active.

- **Highlight Current Page:** Setting this option will give the site visitor a visual reference of which page they are currently viewing. After turning this on, you will be able to set a value for the Current Page in the Links and Background sections.
- **Text Direction Right to Left:** Set this if your menu is using right-to-left text.

Size and Shape section



- **Layout:** This offers the choice of a vertical or horizontal layout for the main menu items. If you choose Horizontal, an option appears called Use Content Width which will make main menu widths relative to the width of the text within it.
- **Alignment:** This controls the alignment of the CSS Menu within its container item.
- **Width:** The width of each “cell” of the main menu can be given in Ems (a measurement relative to the size of HTML text) or in Pixels (a fixed width) by choosing the unit of measurement in the Units popup. Width values can be set to one decimal place for Ems, but a Pixel value must be a whole number. Note: Using Use Content Width (above) will render Width inactive.
- **Padding:** This controls the amount of space around the text in each main menu “cell”. By adjusting these values you can position your text within the menu cell. Adding to the padding value for top and bottom will increase the height of a menu cell.

Links section

- **Link:** This controls the color of link text within a CSS Menu cell in its normal state. Note that you will only see this take effect once links have been established.
- **Hover:** This controls the color of the text within a CSS Menu cell when it is moused over.
- **Click:** This controls the color of the text within a CSS Menu cell in its clicked state (ie, when the click button on a mouse is depressed). The three link states above each have an Underline option to the right of their color popups.
- **Current Page:** This option will only appear in the Links section if the Highlight Current Page option is checked in the Main Menu Settings. This controls the color of the text for the main menu cell of the page currently displaying in the visitor's browser.

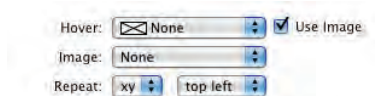
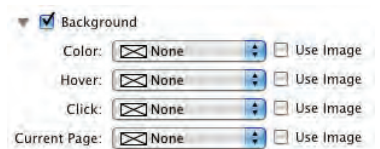


Background section

The options in this section will be greyed out until the Background checkbox is checked. The colors here apply to the background color of the CSS Menu cell in the normal, mouseover and click states.

All the popups in here are exactly the same as those in the Links section—the main difference is that there is a different option to the right of the popups.

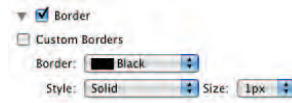
- **Use Image:** This offers the choice to import a graphic to use as a background to a menu cell in each state. With the option checked, two new options appear underneath:
- **Image:** Click on the popup and choose Select... to choose the graphic you want to use for your menu item background.
- **Repeat:** The left popup controls whether the imported graphic “tiles” horizontally and vertically (xy), horizontally only (x), vertically only (y) or doesn't tile at all (None). The right popup controls the position of where the graphic initially appears in the menu cell.
- **Current Page:** If the option is checked in the Main Menu Settings this popup can be used to apply settings to the background of the Current Page menu cell.



Border section

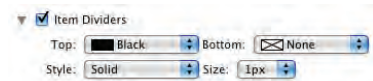
The options in this section will be greyed out until the Border checkbox is checked. Here you can choose a border for the overall area of CSS Menu. Note that if you want to apply a dividing rule between individual menu cells, you need to use the options in the Item Divider section.

- **Custom Borders:** By default, the border will be applied all around the CSS Menu—but you can check this option to display a popup for each border edge where you can apply a different border or choose to have a border only on specified edges.
- **Border:** This popup allows you to choose a color for the border.
- **Style:** In addition to a solid rule border, you can choose from a selection of different border styles, such as Dotted or Double.
- **Size:** Here you can choose from a selection of preset pixel widths for your border.

**Item Dividers section**

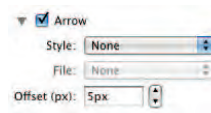
This section offers options to display dividing rules between the individual cells of the menu.

- **Top/Bottom or Left/Right:** Depending on whether you chose a Vertical or Horizontal layout for your CSS Menu in the Size and Shape Section, the popups here will show either Top and Bottom (for a Vertical menu) or Left and Right (for a Horizontal menu). Use these to choose a color for one edge or both (or choose None).
- **Style and Size:** As with the Border section, you can choose from a selection of different dividing rule styles.

**Arrows section**

When a main menu has a submenu, or if a submenu has a further submenu, it can be useful to give the visitor a visual reference so they know that there are more choices available if they hover the mouse over the menu item (see an example on the screenshot at the start of this article). In this section you can choose to automatically apply a preset arrow graphic to the menu cell for this purpose—or you can import a custom graphic.

- **Style:** Click on this popup to choose from a selection of preset colored triangles, or choose Custom Files... to activate the File popup below, where you can choose Select... to import a custom graphic.
- **File:** This popup is greyed out and inactive unless Custom Files... is chosen in the Style popup.
- **Offset (px):** This value controls the offset in pixels for the position of the arrow graphic from the right-hand edge of the menu cell (or left-hand edge of the cell if using right-to-left text).

**Submenu Settings options**

The options in the Submenu Settings panel are almost identical to the Main Menu Settings . The main differences being that you have options for Submenu Direction and Use Main Menu Settings. The only other difference is that there are fewer options in the Size and Shape section—which is because many options are pre-determined by those used in the Main Menu Settings.

- **Submenu Direction:** There is an option (mainly for those using Right to Left languages) to display any submenus to the left of a parent menu cell.
- **Use Main Menu Settings:** Checking this will copy across the options chosen for your main menus. If you want to use different widths, colored menus, etc., for submenus, leave this unchecked (though this will mean entering all the options again in the Submenu Settings panel). Note that using Use Content Width in the Main Menu settings can cause issues with this option.

Previewing your CSS Menu

Once all the options are set for the CSS Menu, you can now publish the file to create a preview image which will give you some idea of how the menu will look when viewed in a browser.

If, as suggested earlier, you created the CSS Menu on a normal site page (rather than a Master page), you can simply go to File>Publish site to see a preview of how your menu will look.

If you created your CSS Menu on a Master page, you will see a message inside the menu item on the page stating “Live Preview not available on Master Page”. To see a preview of how the menu looks, click on a site page created from that Master. To make edits to your menu, remember to go back to the Master page again so the edits will take effect on all site pages created from that Master.

If you want to test your CSS Menu and all of its links, you will need to preview the file in a browser.

CSS Menu troubleshooting tips

Softpress Support occasionally gets queries from new users who can't get their CSS Menu to work as they want or who have particular issues. Let's look at some of common queries and their solutions:

Query: Why are some (or all) links in my CSS Menu appearing with underlining when the option isn't checked in the CSS Menu Action?

Solution: This is almost always because there is some Color or Underline styling applied to the text in the CSS Menu. Double-click on the item to show the text, select all the text in the menu, go to Style>Remove Styling, reapply just Font and Size attributes (plus Align if you want anything other than the default Left align) in the Inspector's General Settings tab.

If the above doesn't fix the problem, check you don't have any Links styling applied to the page. To check this, make sure nothing is selected on the page, go to the Links panel in the Paintbrush tab of the Inspector and make sure all states display as None and the Underline buttons display as white (if they don't, click the buttons repeatedly to toggle them back to white).

Freeway Pro users may find they have a custom CSS text style applied to the text in the menu. This style may contain attributes which conflict with the options chosen in the CSS Menu Action itself. Removing the styling using the method above should solve this.

Query: Why do the submenus of my CSS Menu appear behind other items on my page?

Solution: In Freeway Express the submenus of a CSS Menu will always appear above any other content on a page. However, if you are using “layer” items in Freeway Pro (perhaps by having your CSS Layout button switched on), it is possible that items on your page are above the CSS Menu item.

To fix this, select the CSS Menu item and make it a layer (if it isn’t already a layer item) by switching on the Layer option in the Inspector and then going to Item>Bring to Front.

Query: Why can’t I get the widths of my submenus to display correctly in the CSS Menu?

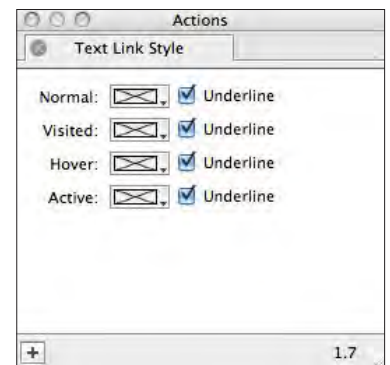
Solution: The most likely reason for this to happen is if you have the Use Content Width option checked in the Main Menu Settings and you also have the Use Main Menu Settings option checked in the Submenu Settings.

You need to be aware that the Use Content Width option cannot be made to work for submenus. If you have the options switched on in the Main Menu Settings, you’ll need to uncheck the Use Main Menu Settings option in the Submenu Settings and manually apply the submenu options.

The Text Link Style Action

To set up the links styles for your page (or site) we recommend you use the **Links** panel at the foot of the **Inspector’s Paintbrush tab** (see earlier in this chapter on page 118). If you set up the links styles for your Master page(s) this will be applied site wide. The Text Link Style Action lets you set different color and underline behaviour for the links contained within individual HTML items, as styles chosen here will overwrite the styles set in the Links panel for any HTML item this Action is applied to (or is a child item of).

To use the Action, select an HTML item which contains text hyperlinks, go to **Item>Actions** and choose **Text Link Style**. With the item selected on the page, you can see the options in the **Actions** palette (note that the Actions palette varies between Express and Pro—the screenshot right is how it looks in Express):



- **Normal:** This controls the link color and underline behavior of the link text when it is in its normal state (ie, when it displays on the page without being moused over and without that link being visited previously). Click and hold on the Color button to see the list of color in your site or choose Other... to choose a new color.
- **Visited:** This controls the link color and underline behavior of the link text when it has been used previously (in that browsing session). Click and hold on the Color button to see the list of colors in your site or choose Other... to choose a new color.
- **Hover:** This controls the link color and underline behavior of the link text when it is in its “hover” or “MouseOver” state. Click and hold on the Color button to see the list of colors in your site or choose Other... to choose a new color.
- **Active:** This controls the link color and underline behavior of the link text when you have the mouse button held down on mouseover (so that the link is being clicked on). Click and hold on the Color button to see the list of colors in your site or choose Other... to choose a new color.

Meta Tags and Search Engines

Note: We strongly recommend that you use the Sitemapper Action on your Freeway file if you want to get the best search engine results for your site. See the section at the end of this chapter called “The Sitemapper Action” for further details.

Meta tags

Applying meta tags

Unseen by visitors to your site, meta tags play an important role in enhancing your site’s effectiveness. The most important use of meta tags is to make it easier for potential visitors to find out more about your site and what it can do for them. Without the correct meta tags to help search engines to bring visitors—no matter how well designed your site or how compelling the content—the chances of making a big impact are greatly reduced.

Meta tags added to an HTML page are not visible when viewed in a browser, but they can be seen when viewing the HTML source code. If you are new to web publishing, it’s a good idea to visit some sites that are similar to the one you are going to design and view their source to see how the designers have used meta tags. You’ll find that successful sites and those created by professional designers will usually have well specified meta tags, whereas those created by novices or casual web publishers won’t.

There are many potential uses for meta tags, but here are some of the more common ones:

- Describing the content of a page.
- Listing keywords which relate to the page.
- Storing the name of the author of the site.
- Storing the name of the software used in the site creation.
- Loading a different page automatically.

The most important uses are the first two—it is the content and keywords which have the most effect on the ability of Internet search engines to correctly store and retrieve your site in response to user queries.

Be sure to define the description and keywords meta tags correctly for the home or index page for your site, so that you will get the most benefit from search engines.

Should you tag all your pages?

Opinions differ on whether it is a good thing to add description and keywords tags to every page in your site. It is probably best though to define these tags only for the home or index page. The reason for this is that once your site becomes live and has been indexed by several search engines, references to your site may abound in the outside world and will be largely outside your power to change. This becomes a problem if you subsequently move or rename the pages which are referenced by outside agencies, as the links to your site will be broken and people will find it far less easy to get to your pages. The one page which will always be there in the future and whose name is unlikely to change, is the home page.

Another reason is that you generally want visitors to come through the front page so that they will see any new information you have added since the last time they visited.

How to add meta tags in Freeway

Meta tags are added to pages in Freeway using the **Meta Tags...** command on the **Page** menu. If you want particular tags to appear on more than one page, consider adding the meta tags to a common master page.

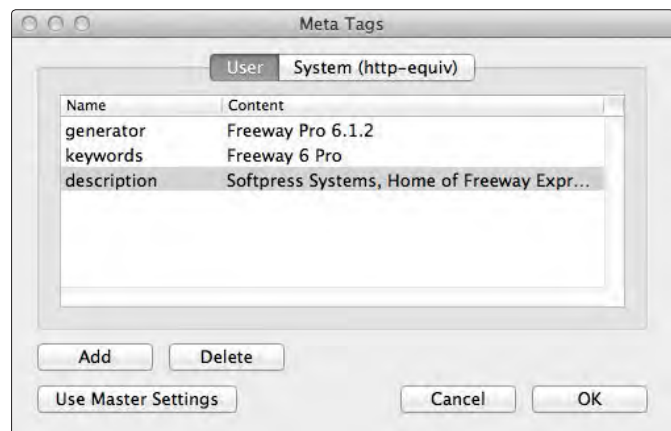
Here is an example of a meta tag:

```
<meta name="GENERATOR" content="Freeway Pro 6.1.2">
```

This tag is added to every page that Freeway Pro creates by default (but note that the version number will change according to the version of Freeway you use at the time of publishing your file).

When you choose the **Meta Tags...** command in Freeway, it displays the **Meta Tags** dialog box, which is divided into two parts: **User** and **System (HTTP-EQUIV)**.

You can add new tags to either of these parts using the **New...**, **Delete**, and **Edit** buttons.



Defining a new meta tag

To define a new meta tag for a page:

1. Choose **Meta Tags...** from the **Page** menu.
2. Click **Add** to define a new tag. This displays a new **Name** and **Content** field, which allows you to define a new Name/Content pair.
3. Type the text you wish to appear for **NAME** or **HTTP-EQUIV** as appropriate in the **Name** text field.
4. Type the text you wish to appear for **CONTENT** in the **Content** text field.
5. Click **OK** to return to the **Meta Tags** dialog.
6. Either click **Add** to define another tag or click **OK** to accept the changes.
7. When you preview or publish the site, the tags you defined will be added to the HTML output for the page.

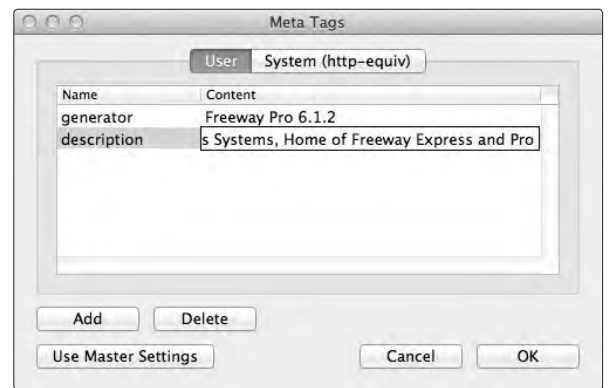
Defining the description of a page

When the search engines bring up a list of found sites that relate to the search criteria entered by a user, they often have the option to display a description of what the site contains. If you have defined a DESCRIPTION meta tag, the contents of this are used to describe your site in the found list. If you haven't, then the listing may either display no information beyond the URL and page title or it may display the first sentence or two of text from the page.

To define the description of your page:

1. Change to the page on which you wish to include the description.
2. Choose **Meta Tags...** from the **Page** menu.
3. Click **Add** to define a new User Variable tag.
4. For **Name**, type the word "description".
5. For **Content**, type a sentence or two describing your site.
6. Click **OK** to return to the **Meta Tags** dialog.
7. The next time you preview or publish the page, your tags will be added to the output. For example:

```
<meta name=description content=Softpress Systems, home of Freeway Express and Pro>
```



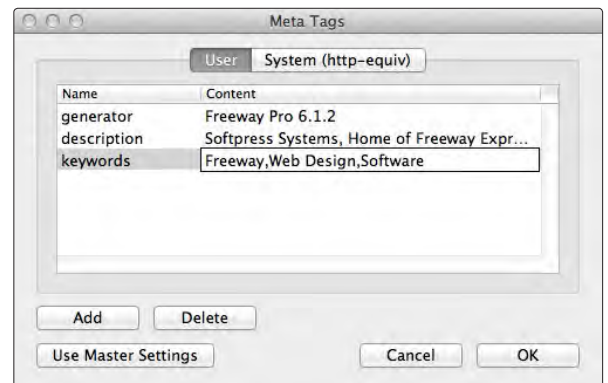
Defining keywords that describe your site

In the past, keywords were recommended to be added to sites so search engines could identify terms that are relevant to the words or phrase entered by a web user—but these days Google and Yahoo virtually ignore the keywords meta tag (possibly because they have been abused over the years).

Some of the other search engines, however, may still take notice of keywords, so to define keywords for a given page:

1. Change to the page on which you wish to include the keywords.
2. Choose **Meta Tags...** from the **Page** menu.
3. Click **Add** to define a new User Variable tag.
4. For **Name**, type the word "keywords".
5. For **Content**, type relevant keywords, separated by commas and spaces.
6. Click **OK** to return to the **Meta Tags** dialog.
7. The next time you preview or publish the page, your tags will be added to the output. For example:

```
<meta name=keywords content=Freeway,Web,Design, Software>
```



Note: Search Engine Optimization (SEO) is a very specialist area and the search engine companies regularly change the rules they operate by—so unfortunately there is no way to guarantee SEO success by simply applying meta tags to your pages. There is no substitute for creating a site with most of the text content used as HTML text (so it can be indexed by search engines) and for it to be well written with relevant terms.

Loading another page automatically

Using a particular meta tag, REFRESH, it is possible to cause web browsers to reload the page after a certain delay; and adding a different URL to the meta tag allows the loading of a different page automatically.

This tag is commonly used when a popular page or site has moved to a new location. Frequently, a special page is left in the old location to inform people of the change and asks them to update their bookmarks. This page can be used to transfer the visitor automatically to the new page, after a preset delay.

This redirect technique is also used as a special effect, where on entering a new site, a "splash page" is displayed for a few moments before automatically entering the main page of the site.

The easiest way to implement page redirection in Freeway is with the Timed Redirect Action (see the KnowledgeBase article at <http://www.softpress.com/kb/questions/367/>), but the following is an alternative using meta tags:

1. Change to the page in the site you wish to add the tag to.
2. Choose **Meta Tags...** from the **Page** menu.
3. Click to the **System HTTP-EQUIV** tab.
4. Click **New...** to define a new tag—these use the syntax HTTP-EQUIV rather than NAME.
5. For **Name**, type the word “REFRESH”.
6. For **Value**, type the following text, substituting the number “5” with a different delay in seconds if desired, and replacing the text “nextpage.html” with the URL to which you wish to transfer the visitor:
5;URL=nextpage.html
7. Click **OK** to return to the **Meta Tags** dialog and click **OK** again.
8. The next time you preview or publish the page, your tags will be added to the output. For example:
<meta http-equiv="REFRESH" content="5;URL=nextpage.html">

Finding out more about meta tags

There is a great deal more to learn about meta tags, their origins, and their use—one of the best resources is the following:
<http://vancouver-Webpages.com/META/>

Search Engines

Getting noticed on the web

In the seemingly endless expanse of the web, search engines play an important role in bringing people to your site. In fact, apart from other methods such as costly advertising, a search engine is the main way to get those coveted hits.

This short guide will show you how to construct your site to use the search engines to your advantage and provide a few hints and tips for getting your site listed—but please be aware that we do not offer full support for Search Engine Optimization (SEO) because it is a specialist field and the rules change regularly.

The four main factors are:

- Meta tags
- HTML style attributes
- Page content
- Submitting to search engines

Tagging the page

First, we will talk about tagging the page. To make a site “search-engine friendly”, you need to have two tags attached to the page: description and keywords. Adding these is simple in Freeway; simply go to the **Page** menu and select **Meta tags....** Here you need to add two tags:

- Description
- Keywords

These two tags are used by most search engines as a base for evaluating your site. For example if you were a car dealer, then your description and keywords tags may be similar to this:

```
<meta name="DESCRIPTION" content="Car Dealer selling audi, saab, and other cars">
<meta name="KEYWORDS" content="cars, car dealer, audi, saab etc...">
```

When a search engine comes across a web page it uses the page’s description tag to define what the site is about and the keywords tag for matching the terms used in a search. If someone does a search for “car dealer”, then the search engine would list your site based on the above entries. However, where your site appears on that list is another point that needs to be taken into consideration.

Improving your rank

Having an effective page title (see *Page title and file name* on page 25 and strongly constructed keyword and description tags can help with your search engine ranking. To make an effective tag, you need to use a few techniques that apply to a wide selection of search engines.

Let’s say that we are the car dealer in the previous example and we are situated in the UK. We would construct our tags to look something like this:

- **Page Title:** UK Car Dealer, selling a wide selection of Audi, Saab, Volvo, and more
- **Description tag:** UK Car Dealer selling a wide selection of Audi, Saab, Volvo, Vauxhall, Ford, and many other types and models.
- **Keywords tag:** UK Car Dealer, audi, saab, volvo, vauxhall, ford, renault, bmw, uk cars, cars in the uk, etc.

HTML style attributes

Currently, search engines are giving greater weight to HTML text styles, since meta tags have been abused in the past to falsely enhance ranking. To help to improve your site’s search engine friendliness, the use of <h> and <p> tags is recommended. For more information on using HTML tags in Freeway, see *Freeway’s Default Styles* on page 155.

Page content

Notice that we use the same phrase within each of the three tags: “UK CAR DEALER”. The reason is that when a search engine reads through the tags, it will pick up that key phrase (or “keyword”) and note it as being more relevant to a match for that particular search. The other point to note here is that if the content of the page does not have the keyword “UK CAR DEALER”, then the search engine will give it less emphasis than a site that does. So you need to construct the page to include that phrase more than once but not so obviously that you are pushing it—search engines can tell if you are trying to “spam” them, that is, attempting to attain a higher ranking by being sneaky.

Noframes content

The Noframes content section of a frames page (see *Noframes content* on page 191) can serve you well when submitting your site to a search engine. If you use a frameset, make sure that you also have a Noframes section. Here you can add a description of your site in addition to your keywords. It’s also a good policy to tell the visitor why they are viewing that page instead of the complete site. Don’t just leave them staring at a blank page or a chunk of text that says, “Sorry, your browser does not support frames.” Here, a good description of your site will also be helpful, because the search engine will register this text. Furthermore, if the Noframes section contains links to the body of your site, a search engine may be able to follow the links and still access the content of your site.

Important points

Don’t excessively repeat the same word in your tags. Search engine evaluations are not case-sensitive, so if you’ve used the phrase “car dealer”, you shouldn’t enter “Car Dealer” as well.

Try to keep your description tag under 150 characters long. Even though some search engines will allow more than that, most do not. Although some people say there is a limit to the amount of times a particular word can appear, you will probably find that if you are using your words carefully, you will not be penalized for repeats. If you have several choice phrases, you can use them in your keywords tag.

For keywords, use a maximum of 950 characters. You can’t be too long-winded!

Don’t use lots of hidden text within your page (i.e., text in the same color as the page background) and fill the page with keywords; a search engine will just ignore it, or downgrade your listing, and it will add size to your page.

Try to submit a page under 100K. If the page is full of text and all of your main words are contained near the end of the page source, then the chances are it will be ignored. The search engine may only read the beginning of your page and not actually reach the content.

How to submit your site to search engines

There are supposedly thousands of search engines out there, but because they tend to share data, submitting to all of them will be counterproductive and time consuming. There are services that submit your page to a search engine for you, but that process is automated, so if a search engine is down at the time of submission or the “add URL” feature was experiencing problems, then the chances of your site being submitted are slim.

Because of this, Freeway offers a method of letting the main search engines that your site has been updated and is available to be indexed. This is done by using the Sitemapper Action on your Freeway file—details of which are at the end of this chapter.

Once the Action has been applied to the site, each time you update your site the search engines will be “pinged” to alert them that new content is available to be indexed.

Shared databases

The above list comprises just a few of the thousands of search engines that are available. But remember that if you are listed within the majority of these, then you are likely to be listed in many other search engines.

Many search engines and directories also use other search engines’ databases. By submitting a site to the “master” search engine database, you will ensure your listing appears elsewhere. For example, searching with HotBot will offer a choice of using Ask or Google; Direct Hit and Lycos both use the Ask database, while Net Find uses Google.

Google currently appears to be the most popular search engine, as a search bar is included as standard in many recent browsers. Although there is a direct URL submission link system, this simply ensures your web site isn’t missed by Google’s automated “spiders”. By ensuring your site has good keywords, page content, and descriptive page titles, it will eventually be “spidered” and entered into the Google database. Much has been written about how you might be able to influence the Google rankings, and search engine optimization (SEO) has become a complete industry in its own right.

Also note that DMOZ—the Open Directory Project—is gaining popularity. This directory relies on human review of your site submissions within whatever category you have elected. To be listed by DMOZ is beneficial. Be descriptive with your site in a directory but don’t just fill it with keywords; you will be penalized or possibly excluded completely.

Another point to note is that you need to allow time for your submissions to appear with a search engine. When submitting a site to a search engine or directory, check to see the estimated time, which can usually be found within the “Add URL” page in the site’s “Help” section. If it estimates two weeks to list your site, and it does not appear after this period, leave it for a few more days and submit the site again. If you still can’t get it listed, then go to the help section and email the search engine’s “Support” address with your problem. You will be amazed at how helpful they can be.

For more information on search engines, see:

<http://www.searchenginewatch.com/>

Also of interest is:

<http://www.searchengineguide.com/>

<http://www.thehelpful.com/befound/>

The Site Mapper Action

Internet search engines need to index the content and pages of a site in order to assess the relevance of a site so it can best match the terms used in the search. You can help this process along by creating a “Sitemap” file (not to be confused with another term used to describe a list of pages often used to help visitors find their way around a large, complex site).

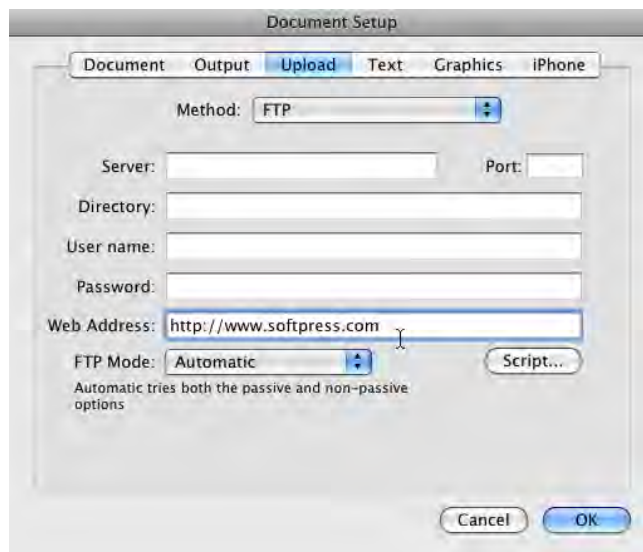
A Sitemap file is an xml file which can be submitted to search engines so they can be given information about the page structure and links of your site. Previously, this was something which needed to be done manually after the site had been uploaded and at regular intervals thereafter, but now Freeway 6 has made the process a lot simpler and quicker.

The new Site Mapper Actions can be set to create and upload the xml file with the rest of your site files and particular pages can have their details submitted at set frequencies or with a specific priority. You can also choose which search engines you wish to submit the Sitemap file to.

Applying the Site Mapper Folder Action

You need to apply the Site Mapper Action to the Site Folder in your Freeway file. First, however, you will need to enter the web address (where the site will eventually be available once it is uploaded) in the Upload panel of the Document Setup dialog. If you apply the Action without entering a web address you will see a prompt in the Actions palette telling you to set up the URL.

To enter the URL go to **File>Document Setup**, click on the **Upload** tab, enter the URL in the **Web Address** field and click **OK**.



After setting up the URL the Actions palette you can now select the Site Folder in your Site Panel (the folder at the top of list of site pages, immediately underneath the line below the Master page(s)). To do this, select the **Site Folder**, go to **Page>Folder Actions** and choose **Site Mapper** from the list.

After the Folder Action has been applied, you will see an alert in the Actions palette telling you that you need to apply the Site Mapper File Location Action to a page in your site (this is so the sitemap file will point to a specific page).

Select the page you want to use as the main sitemap page in the Site Panel (this is normally your home page), go to **Page>Page Actions** and choose **Site Mapper File Location** (note that there are no options for this Action in the Actions palette). Now you can set up the Site Mapper Folder Action by selecting the folder which has the Action applied.

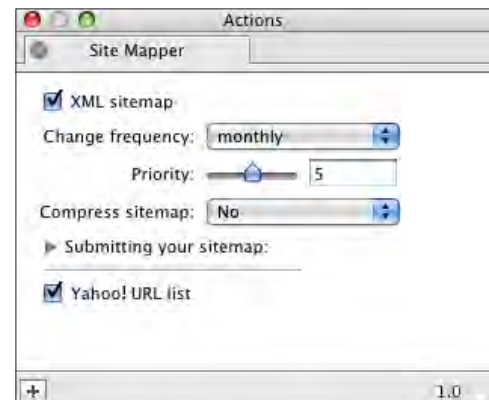
In the Actions palette you will see a few options. The **XML sitemap** checkbox lets you switch on or off the generation and uploading of the Sitemap file.

Below this is a popup and slider to set the frequency and priority for all the pages in your site (if you want to use frequency and priority settings for individual pages, you can use the Site Mapper Page Action, which is mentioned later).

There is an option for compressing the Sitemap file into a gzip archive, which is best used for large sites as it can reduce the server bandwidth and required resources.

Below this is a panel (closed by default) which you can open by clicking on the disclosure triangle to the left of Submitting your sitemap to reveal a list of internet search engines and some options for submitting the file – which will be covered later. Leave this panel closed for now.

Finally, there is an option to submit a Yahoo URL list, which will create another file (called urllist.txt). This does a similar job to a Sitemap file, but is specific to Yahoo. This is best left switched on unless you have good reason for doing otherwise.

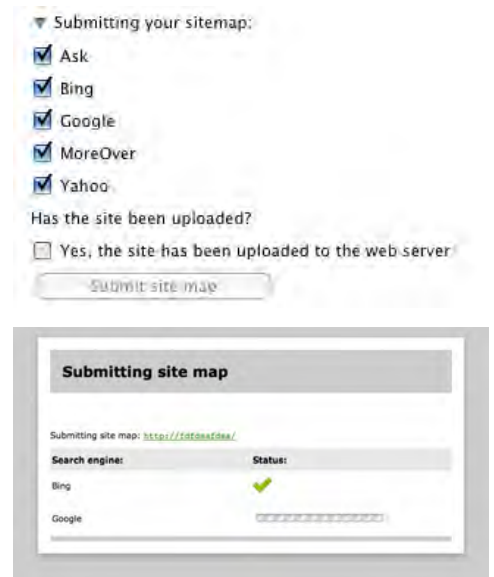


Submitting your Sitemap

It's best to apply the Site Mapper Action as you are working locally and then, once the site has been uploaded, you can submit the Sitemap to the search engines. To do this, select the folder which has the Site Mapper folder Action applied in the Site Panel in Freeway and open the **Submitting your sitemap** panel.

By default you will see that the list of search engines are checked by default (you can uncheck individual ones if you wish). Check the checkbox to the left of **Yes, the site has been uploaded to the web server** (which will make the button below active), then click the Submit site map button. This will “ping” the checked search engines to notify them of the location of your Sitemap file.

Clicking the **Submit site map** button will open a browser window where you will see the progress of notifying each of the search engines. Once the process is complete you can close the browser window.



Applying frequency and priority to individual pages

Applying the Site Mapper Action to your Site Folder will generate a Sitemap file for your entire site which has the same settings for every page. You can, however, use different settings for specific pages of your site by applying the Site Mapper Page Action to those pages.

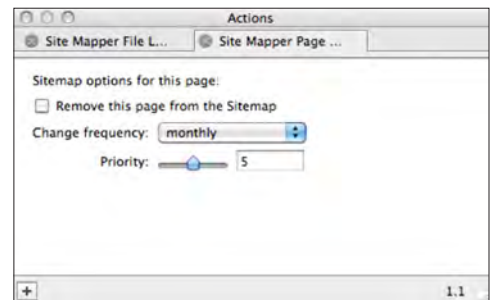
To do this, go to your page then go to **Page>Page Actions** and choose **Site Mapper**. The Actions palette for the Site Mapper Page Action is a cut-down version of the Folder Action you applied to the Site Folder.

Any frequency and/or priority settings made in the Site Mapper Page Action will over-ride those settings made in Action applied which has the Site Mapper Action applied.

Excluding specified pages from the Sitemapper Action

There may be times when you wish to exclude specific pages of your site from the .xml file generated by the Sitemapper Action. A new option has been added to the Sitemapper Page Options Action in Freeway 6 which can now do this on each page you wish to exclude.

- Make sure nothing is selected on your page and go to **Item>Actions** and choose **Sitemapper Page Options**.
- Check the **Remove this page from the Sitemap checkbox** to exclude the page (see screenshot above).



Publishing and Uploading

Previewing, publishing, and uploading

Once you have designed your web pages, you will want to get them uploaded to your web server space in order for the world to see. This section looks at previewing, publishing, and uploading your pages.

Important Note: There are known issues and incompatibilities with Microsoft Internet Explorer versions 5 and 6 which mean standards compliant web pages may not display correctly.

Preview options

Freeway offers a variety of page previewing options. The **Preview in Browser** command (**Alt-Command-b**), located under the **File** menu, publishes the whole site as HTML and displays the current page in a web browser, whereas the **Preview in Freeway** command (**Alt-Command-p**), located under the **View** menu or by clicking the **Preview** button near the top left of the window, previews just the page you are working on.

While you're working in Freeway, you are already working in a kind of preview or "WYSIWYG" mode—Freeway does its best to show you what you will see in the browser itself, assuming default browser settings. However, there are several other options that Freeway provides you to give more detailed information on what will happen in the output.

Note: Freeway's internal **Preview** does not support working hyperlinks. It will preview rollover effects, target images and give you a good impression of how the page will appear in a proper web browser, but it is recommended that for serious testing you should always preview in a browser.

Previewing text

If you wish, you may change the default display fonts in Freeway using the **Text** option in **Document Setup**. This way you can approximate what a visitor will see if their browser is set to display fonts differently from the default font settings. Remember that many visitors will have increased the font size in their browser in order to make on-screen text easier to read.

Note: Under normal circumstances, the default settings in the **Text** section of **Document Setup** should not be changed unless there are specific reasons to modify them.

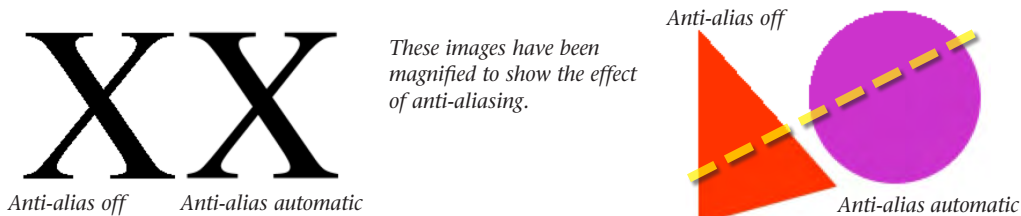
An important issue to remember is that text may look substantially larger when your pages are viewed using Windows browsers. This is because the nominal screen resolution of a Windows computer is 96 ppi (pixels per inch), whereas the typical screen resolution of a Macintosh computer is 72 ppi.

To preview roughly how your text will look when viewed under Windows if you don't have access to a Windows PC, increase the type size by using the browser's controls until the text is as large as it will go. Alternatively, set the font size to 16 pixels in the browser's preferences. This can give you an idea of where any problem areas may occur on your page, but it is not a substitute for previewing in a proper PC browser.

Anti-aliasing

When you publish your page using text or colored boxes as GIF graphics, there is a likelihood that any curved or diagonal edges will appear jagged on the screen, owing to the low resolution of the pixel grid used to display computer video. This jaggedness is called aliasing and leads to unprofessional-looking graphics.

Professional image-editing software is used to create bitmapped graphics that do not display this jaggedness, using a procedure called anti-aliasing. This method smooths jagged edges by blending the colors of the pixels along the edge.



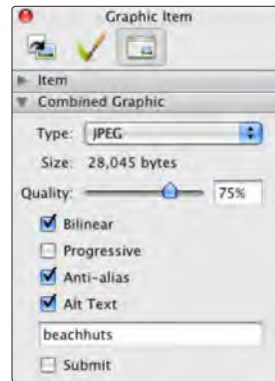
Graphics created by Freeway are automatically anti-aliased by default, although you may turn the function off if you wish (see *Export formats* on page 99). Freeway offers you the chance to preview what they will be like—without exporting the graphics—by turning on the **Graphics Preview** command.

Note: In **Page** view, Freeway automatically renders graphic fonts with a form of anti-aliasing so they appear smooth at various magnification levels. Turning on **Graphics Preview** will cause text and images to appear blocky at zoom levels above 100%.

Previewing graphics

Any text or object to be exported with anti-aliased edges will be displayed with its edges softened artificially. It is worth turning on the **Graphics Preview** to see a more accurate view of your page while you're creating it. It uses a bit more memory than normal to display the page, and slows performance slightly, though it's not normally noticeable.

When you import any graphic (with the exception of images imported as “pass-through”—see *Pass-through graphics* on page 105), Freeway uses the original as a basis for a completely new exported version. In the process, Freeway offers you precise options that can be used to adjust the compression, interlacing, color palette, and number of colors in the resulting exported graphic. However, these options may have a profound effect on either the final file size, the appearance of the resulting image or both; and it's useful to have feedback on these two factors when adjusting the options provided.



When adjusting images with the **Inspector palette's Item Output** panel graphics controls, in order to preview the effect of your changes in real-time, the **Graphics Preview** command can be used. When you turn on **Graphics Preview**, all the graphics in the page go through the entire export process and are then displayed for you in position on the page, just as they would appear in the browser.

Graphics previewing can take a few seconds, depending on the processor speed of your Mac, during which time a “checkerboard” pattern may be displayed over graphics being processed. Graphics are displayed individually after they have been processed. Using the **Item Output** panel of the **Inspector palette**, you may adjust the image controls. When you change an option, the graphic will be updated and redrawn. Significant changes, such as changing from GIF to JPEG or panning the graphic within its box, may cause the display to temporarily revert to the checkerboard pattern again. Once the graphic is displayed, the **Size** option in the **Item Output** panel reports its exact size in bytes.

You can use **Graphics Preview** to help optimize images in your page. Turn on **Graphics Preview**, then make adjustments to the quality level (JPEG), or number of colors used (GIF and PNG). You will see the effect of the adjustments in your page, so you can get the quality set for the best looking image at the smallest overall file size.

At any point while **Graphics Preview** is calculating, it can be interrupted—for example, to turn it off again, move elements, or carry out any other action. However, once it has been interrupted, it needs to restart the process from the beginning, if you allow it to continue.

Graphics Preview requires quite intensive processing and can use a fair amount of memory. It can also slow down your work in Freeway to unacceptable levels (especially on older G3 iMac and iBook computers), so it's recommended that you only turn it on when you need to work with the graphic output options and turn it off again when you're finished.



*If **Graphics Preview** is turned on graphic text will appear blocky in page view when zoomed in for detailed work.*

HTML layout

In Freeway, when working with table layouts (in Freeway Pro this means with the **CSS button** off), it is possible to place an HTML item in front of a graphic item. When you do this, the HTML item slices the graphic item behind it, revealing the page background color or background image—this is how the output will appear in a web browser.

Note: *Freeway Express does not support CSS layers and works in table layout mode only.*

Upon publishing your site, Freeway slices the underlying image appropriately and exports it in sections, holding them together in the HTML. The HTML text will expand in two directions to fill the available space defined by the size of the HTML box. If the text becomes too large in the browser, the area occupied by the HTML box will expand. This can cause problems in some circumstances—as the HTML box expands, it will force apart the cut segments of the “underlying” image.

Enabling the **HTML Layout** option from the **View** menu can help avoid this problem—Freeway displays the cuts made to images (if any) as light blue lines; and where an HTML box may potentially cause problems, the danger zone is indicated by red arrows. These arrows indicate the areas where your design may break if the text size used in the browser is too large.



*With **HTML Layout** on, problem areas of overlapping items that may break in a browser are highlighted by red arrows.*

You may find that designs will break on Windows PCs even though they seemed robust at the largest text point size on a Macintosh. This is because, on the Windows platform, the font can be set to an even larger size than it can on a Mac. When creating commercial work, it is essential to view your pages using browsers under Windows.

Note: When viewing under the **HTML Layout** option, it's best to switch off **Outlines** in the **View** menu; otherwise, the HTML table outlines could be confusing.

HTML layout with the **CSS button** on (Freeway Pro only) is unlikely to encounter layout splitting, since each item is held on its own discreet layer with relation to other items on the page.



On the left is how we might expect the previous image to preview in a browser. On the right is what happens when the browser's text is enlarged.



Previewing in a browser

Previewing your work in browsers is an essential part of creating your site. It's important to test your pages in several browsers to make sure they appear as you expect. For example, your page may look different in Safari and Firefox. This is down to differences in the way that web pages are rendered in the different browsers. While Freeway attempts to give you the best preview possible while working inside Freeway, this is actually a compromise between how the pages will look in several of the more popular browsers.

It is also important to check how your pages will look when viewed on Windows PCs. Equivalent font sizes are displayed approximately one-third larger in Windows compared with the Macintosh, and this can potentially cause problems. If you don't have access to a PC, you can view your pages in Internet Explorer with the fonts set to their largest size, or set the font size to 16-point instead of 12-point in your browser's preferences. This will give an *approximation* of what may happen under Windows.

Note: Internet Explorer Mac is no longer installed as standard with new Macs, and Microsoft has not supported it now for well over ten years—so it is no longer considered to be a reliable testing tool. Older or obsolete browsers, however, can sometimes be found on the [Evolt.org](http://browsers.evolt.org) web site: <http://browsers.evolt.org>.

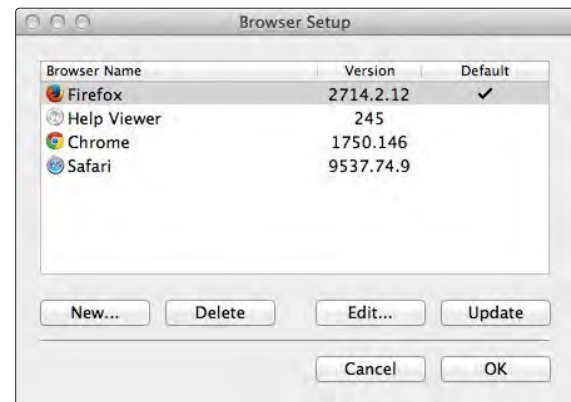
Freeway maintains a list of browsers on your computer to make it easy to preview your work in the browser of your choice. When you first launch Freeway, it compiles a list of currently installed browsers. You can subsequently add or remove browsers from the list, or have Freeway check for any changes to your installed browsers and update the list automatically.

You can also choose which browser you wish to preview in most often and set that as your default browser. This is also the browser that will be used when you use the keyboard shortcut for previewing the current page in a browser. When you first launch Freeway, it sets as the default browser the one that is the system default browser.

Maintaining the browser list

1. Choose **Preview Setup** from the **Preview** submenu in the **File** menu.
2. Freeway displays a list of browsers on your system and shows a check mark next to the default browser:
 - Click **New...** to add a new browser to the list.
 - To remove a browser from the list, select it and then click **Delete**.
 - To update a reference to a browser, select it and then click **Edit...**. Locate the browser in its new location and click **OK**.
 - To set one of the browsers as the default, select it and then click in the **Default** column.
 - To have Freeway automatically update the list with any new browsers, click **Update**.
3. When you're done, click **OK**.

To preview the current page in the default browser, press **Alt-Command-b**.



Viewing your document's HTML

There are two ways to view the HTML that Freeway generates:

- Preview the page as normal in a browser. Then from the browser's **View** menu, choose to view the source (all browsers use the word "source", even though the command may be worded differently).
- Within Freeway, choose a text editor (such as BBEdit) as a browser. Follow the procedure for adding a browser (discussed above in Maintaining the browser list) but choose your text editor of choice.

In either case, when viewing the HTML, make sure to choose **More Readable** from the **HTML code** popup menu in the **Output panel** in the **Document Setup** dialog.

Note: If you choose a text editor as a browser, make sure to close the file in the text editor before attempting to republish the site. If the file remains open, Freeway may not be able to overwrite it when you republish changes.

Refreshing the browser—when the browser misrepresents what’s on the page

Browsers often “cache” images, potentially causing display anomalies when you preview sites more than once from Freeway. The effect can be most problematic when you are working with frames (see *Working with Frames* on page 187), rollover, or target images (see *Rollovers* on the Softpress Knowledgebase). The solution is to “refresh” or “reload” the page in the browser.

To do this, choose Reload or Refresh from the browser’s View menu, click the Reload or Refresh button on the browser’s tool bar or press **Command-r**. You may also have to force the browser to refresh by holding the **Alt** key while refreshing. If this doesn’t work, go to the browser’s Preferences and in the Advanced section, clear the cache. Quitting and restarting the browser may also help. Some browsers let you set the cache to OMB.

Power Tip: When working with rollover or target images, you may refresh the mouseover image in the browser by holding the cursor over the rollover item and then pressing **Command-r** to refresh the image.

Publishing the site

When you publish your document, Freeway outputs any pages or images that have been changed since the last time the site was published, ensuring that the site folder contains a complete and current version of your site.

To prevent the site folder from becoming clogged up with out-of-date files, Freeway ensures that any files that are no longer needed for the site are removed each time you publish. If you need to change your site folder at any point, you can use the **Document Setup...** command on the **File** menu (see *Document Setup: Site folder* on pages 231–2 for more information). The next time you preview the site, Freeway will generate a completely new version of all the files. Freeway stores information about what files should be in the site folder using a small file called “_siteinfo” which also resides in the site folder. Site folder information is also stored in the Freeway document itself.

When you’re ready to publish your document to the web, Freeway can upload all the required files to your server.

The three commands related to publishing your site are:

Publish: Updates the site folder with any changes.

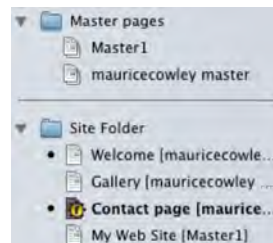
Preview: Updates the site folder and loads the current page in a web browser.

Upload: Updates the site folder and then transfers all the required files to your server.

Whenever you make changes to the original Freeway document, you will need to republish the site using one of the above commands so that these changes are reflected in the site folder.

When you change the contents of a page or create a new one, the **Site panel** displays a bullet point beside its icon in the palette to show that it needs to be rebuilt.

The HTML code that Freeway generates can be customized using the Output settings in Preferences. You can choose whether to make the HTML more compact or more readable, and whether HTML tags are output in upper- or lowercase; you can also set how any layout tables are reinforced and select the type of line feeds that will be used. You can also do this on a page-by-page basis using the **Page Output** panel in the **Inspector palette**.

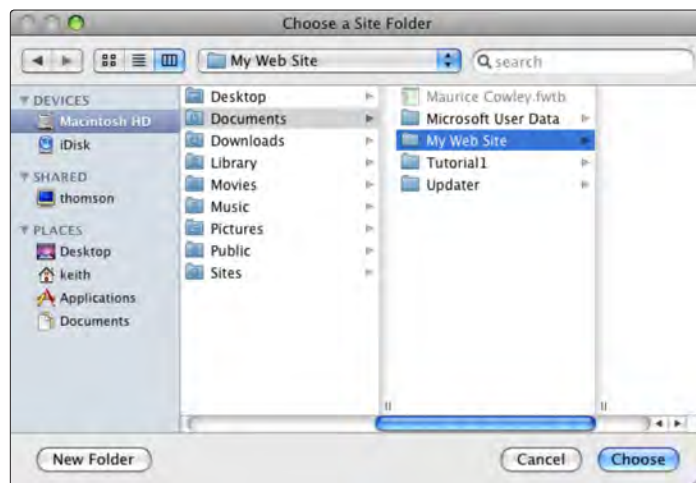


The **Site panel** shows pages that have been modified and need republishing marked with bullet points.

Setting the site folder

The site folder can be set in the **New Document** dialog when creating a new document or at any other time using the **Document Setup...** command on the **File** menu. However, if you haven’t set your site folder at all, you will be prompted to create one the first time your site is published using the **Publish**, **Preview**, or **Upload** commands.

Freeway displays a **Choose a Site Folder** dialog, allowing you to navigate to a folder of your choice or create a new one. When the dialog displays the name of your chosen folder, click the **Choose** button to set it to be your new site folder.



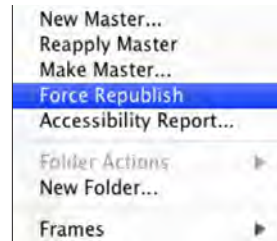
Publishing a fresh version of your site

Occasionally, you may wish to create a completely new version of your site. You can do this in two ways. Either choose a new site folder using the **Document Setup...** command on the **File** menu or use the **Publish Everything** command. **Publish Everything** forces Freeway to completely regenerate your site HTML from the document and is a useful way of ensuring that everything is up-to-date.

To use the **Publish Everything** command, hold down the **Control** key and choose **Publish Everything** from the **File** menu.

Force republish

To force a particular page to be published the next time you publish, choose **Force Republish** from the **Page** menu. A bullet point will appear beside the page's icon in the **Site panel**.



Choosing between efficient and readable HTML

You can choose whether the HTML generated for your site is as efficient as possible for quick downloading or slightly less efficient but easier to read.

By default, Freeway outputs HTML with indents and line breaks so it is more readable. If you want to make Freeway create more efficient HTML, without any line breaking or other “white space” characters to achieve the most compact file size, choose **Document Setup...** from the **File** menu, click on the **Output** button and choose **More Efficient** from the **HTML code** popup menu.

To preview your site in a text editor (such as BBEdit or TextWrangler) instead of a browser, see *Viewing your document's HTML* on page 134.

Line feeds

Freeway offers three options for the line feed characters it produces: Macintosh, Unix, or DOS. Selecting the appropriate platform will allow the HTML text files to be read more easily. These settings will not affect page display in browsers but may be important for CGI scripts and the like.

To set the appropriate line feed characters, choose the **Output** button in **Document Setup**. In the **Line feeds** popup menu, select the desired operating system. The default setting is **Unix**.

Specifying whether layout tables are reinforced

When you position non-CSS layer items on the page, Freeway Pro reproduces the design using invisible HTML layout tables. Freeway Express, which does not have the CSS layer option, always publishes designs using HTML layout tables.

These tables are automatically reinforced by Freeway to prevent possible collapse or distortion, produced by some browsers. Freeway reinforces using invisible single-pixel GIF images.

To turn off the layout table reinforcement for your whole web site, deselect the **Reinforce layout tables** checkbox in the **Output** panel of **Document Setup**. To turn off layout table reinforcement for individual pages, ensure nothing is selected on the page and deselect the **Reinforce Layout** checkbox in the **Page Output** panel of the **Inspector palette**.

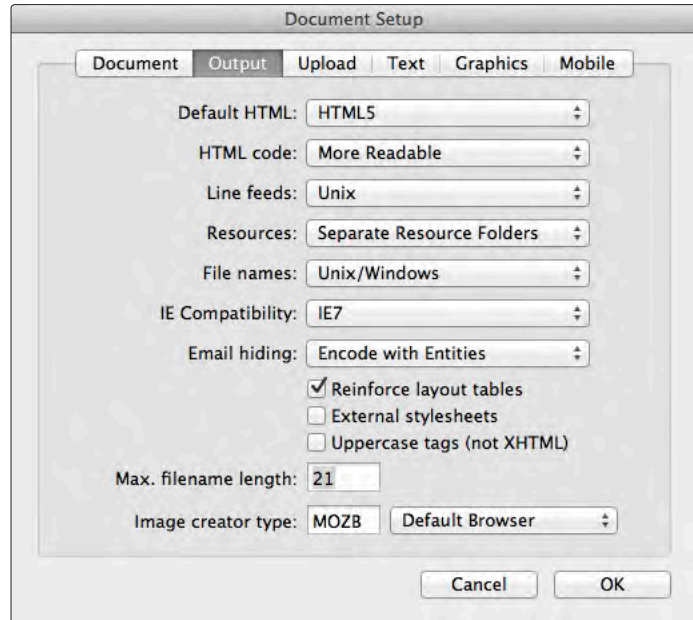
Reuse of images

When publishing your site, Freeway checks every image generated to see if an identical image has already been published. If so, Freeway won't publish another copy of the image but instead will make an HTML reference to the first instance of the image. This results in much faster performance when your pages are viewed over the web.

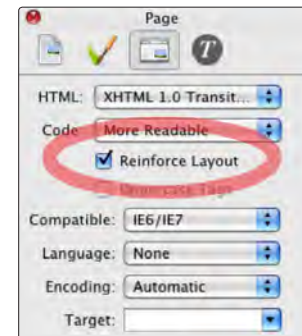
One implication of this automatic reuse of images is that you can't always be certain that an individual graphic item will result in a corresponding image in the published Resources folder. A previously generated image may simply be reused instead. For more information, see *File names* on page 99.

Uploading

Once your site is contained in its local site folder, the next stage is to upload the files to your web space. This may be a web server that you can access on your own network, but more often you'll use File Transfer Protocol (FTP) to upload your files to a remote web server. Either way, you can use Freeway's **Upload...** command to publish your site and make the changes live.



Use the **Document Setup** dialog to set how readable the published HTML code is, set the preferred line feeds and whether layout tables are reinforced globally for the whole site.



To publish your site on the web, choose **Upload...** from the **File** menu. Freeway will update the local site folder and then begin to synchronize the remote web space with your site folder. Freeway will recognize what has changed in your site and automatically transfer any files that need to be updated on the remote web space and clear out any redundant files or folders. Using a method other than Freeway for uploading relies on you to identify all the parts of your site that have changed and may therefore be less reliable.

In order to make the connection to your web space using FTP, you need to know the server name and directory, and your username and password. If in doubt about these, speak to your web server system administrator or consult your Internet Service Provider's web site or support helpline.

You can enter these details into the **Document Setup** dialog once you have created your document.

Upload method

A site can be uploaded using either File Transfer Protocol (FTP) or File Copy. Use the **Upload** popup menu in the **Document Setup** or **Upload** dialog to specify which upload method you require.

A site located on a remote server, which can only be accessed over the Internet, will usually be uploaded using **FTP**—this will normally be the method to use if you rent or receive free web space from a web hosting service or from your internet service provider (ISP).

A site located on a local volume (or on a server that is accessed using a local network), or on an iDisk volume other than the Sites folder, must be uploaded using **File Copy**. This will normally be the method to use if you have your own web server or if you will be publishing your site using your own computer and Personal Web Sharing (or similar software). Like FTP, **File Copy** determines any changes to your site and automatically uploads or deletes the changed files only.

Setting the upload options

Before you can use the **Upload** facility to update your active web site, you need to tell Freeway where this is located and the upload method you wish to use; you may also need to enter a username and password. You can do this using the **Document Setup** dialog or the first time you choose the **Upload** command.

The upload settings—including the password, if you wish—are saved with your Freeway document. If you set the upload options and then save your file, they will be retained for future sessions. You will need to enter the upload settings again for every new Freeway document you create.

To set the upload options

1. Choose **Document Setup...** from the **File** menu. The **Document Setup** dialog appears.
2. Specify the upload settings you require using the options in the **Upload** section.
3. Click **OK** to accept your choices and return to the document.

To set the upload options the first time you choose the Upload... command

1. Choose **Upload...** from the **File** menu. The **Upload** dialog box appears.
2. Specify the upload settings you require.
3. Click **OK** to tell Freeway to proceed with updating your remote site. The options you specify here will be retained and used the next time you choose the **Upload** command and will be saved with your documents.

The **Upload** options dialog appears each time you choose to upload your site.

Upload options for FTP

When you choose to upload your site via FTP using the **Upload** command, you need to specify the following options:

- **Server**
- **Directory**
- **User name**
- **Password**
- **Web Address**

From the Upload dialog you may also choose to use Passive FTP Mode, save an FTP log or enter your own scripts.

To find out the required information, you must contact the administrator or technical support department responsible for your web space. If you are renting web space or receive it free from an ISP, visit their web site or contact their support department.

The information for uploading a site must be entered exactly—if there are any spelling errors, or the “/” symbol is confused with “\”, Freeway will not be able to upload successfully. Obtaining the information from your ISP's web site or their support department via email will allow you to copy/paste the path directly into the required field in Freeway. If you have to type the information yourself, take care to type it exactly as specified.

Server: This is the name of the FTP server to which you are uploading your site. Here is an example:

```
ftp.softpress.com
```

The address for the ftp server may be in domain-name format (as above) or in IP format (such as 236.26.122.7). It can also optionally include a port number (for example, ftp.softpress.com:21).

Note: Server may also be called FTP server, hostname or host.

Directory: In some cases, you may need to specify a directory as the location on the FTP server to which your files should be copied. An example is:

```
homepages/~spaceworld
```

Unfortunately there is no specific info that we can give here, as all web hosts use different methods. Some have the server set up so you upload the files into the base level of the web server (in which case the Directory field is left blank) whereas other hosts need you to enter a Directory with a name like “public_html”, “ht_docs”, “www”, “html”, or some other specified directory. You should refer back to the information sent to you by your host to see if you are required to upload the files to a specific directory.

Note: Directory *may also be called* path.

Note that the directory must already exist on the server.

User name: In order to complete the upload successfully, you must enter your user name—once again, take care to enter it exactly as given. You can enter it into the upload settings at the same time as you enter the other upload information or you can leave this option blank. If you leave the **User name** field blank here, Freeway will ask for you to enter it in a second dialog the first time you use the **Upload** command during a session, and the user name will not be saved within your document. If you enter your user name here, then Freeway will remember and reuse it, as it will be saved with your document. Normally, it's best to enter it into the upload settings for convenience.

Note: **User name** *may also be called* user id or login name.

Password: You must also enter your password before Freeway can upload your site but, as with the user name, you have the option of whether to enter it into the upload settings or leave the password field blank. If you enter your password into the upload settings, then Freeway will remember and reuse it, since it will be saved within your document (in encrypted form for security). This is less secure, because anyone who gains access to your Freeway document will be able to modify your active web site using the upload command. If you leave the password field blank, then Freeway will request the password in a second dialog each time you use the **Upload** command in a session, and it will not be saved with the document.

Web Address: This field is used in conjunction with some Actions, specifically the Freeway Shop Actions suite.

FTP Mode: By default this is set to Automatic. If you experience problems uploading, try choosing Passive in this popup and then try again. If that doesn't work, try using Non-Passive.

Save FTP log: This creates a text file which is saved in a Freeway folder in ~username/Library/Logs/Freeway/FTP Logs. This file may be quite large, so unless you want a detailed record of Freeway's FTP transfers, you should leave this turned off. If you are having FTP problems, Freeway's support department may ask you for a copy.

Script: In rare situations, your ISP may require you to enter certain FTP commands to access your site. Login scripts contain FTP commands that are sent to the FTP server after Freeway has logged in with the user's name and password. This allows server-specific login commands to be sent (such as “ACCT” to specify an FTP account).

Within a login script, each FTP command must be on a separate line, and the following line should specify one or more response codes, which the FTP server sends to indicate that the command has been completed successfully. For example:

```
site group test1
200 201
```

sends the command 'site group test1' and waits for the server to respond with '200' or '201' to indicate that the command was successfully executed. If the server responds with a different code, this is interpreted as an error and the login is aborted.

FTP commands can also include <input> or <password> tokens, which prompt Freeway to display a dialog asking for user input. For example:

```
site group <input>
200, 201
```

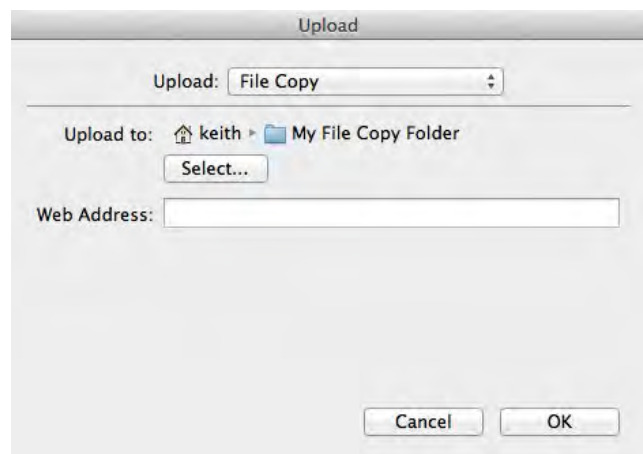
would cause Freeway to display a dialog asking the user to type the text which should be sent after 'site group'. If the script contains <password> instead of <input>, this has the same effect, except that the text is displayed as bullets on screen and is also hidden in FTP log files. Only one <input> or <password> token can be included in each command. There is also a limit of eight tokens for the whole script.

Upload options for File Copy

The required options for **File Copy** are more basic than for **FTP**, as this option simply copies the site files to a specified folder on a local volume or to a folder located on a server on your network.

Select: Freeway needs to know the location of the destination folder into which it will upload your site. Click the **Select** button and navigate to the folder you wish to choose as your destination folder for upload. If this is located on a server volume, you need to ensure that the volume is mounted before you set this for the first time. Freeway will remember the chosen destination folder for subsequent File Copy “uploads”.

Web Address: Some Freeway Actions require information on where the site will ultimately be located when it is live on the web, so you should enter the location (such as http://www.mysite.com/) so that information can be added to URL paths used by Freeway Actions.



Publishing your site on your own computer using personal web sharing

You can use the personal web sharing built into Mac OS X to host your web site from your own computer. In this case you upload your site using **File Copy**.

To turn on personal web sharing

- Open the **Sharing** panel in the Mac OS X System Preferences on your computer.
- In the **Services** tab, click to turn on **Personal Web Sharing**.

To upload files using File Copy

- From the **File** menu, choose **Upload...**, then choose **File Copy** from the **Upload** popup menu.
- Click the **Select...** button and browse to the location where you want to upload the site. In the case of using personal web sharing, this will be to the **Sites** folder in your user Home folder.

You can then access your site using the URL in the form of:

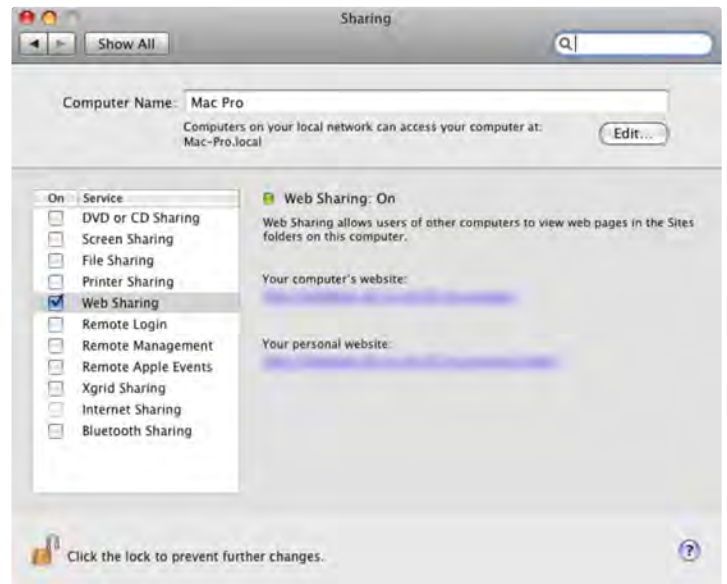
```
http://xxx.xxx.xxx.xxx/~myname/
```

where xxx.xxx.xxx.xxx is the IP address of your computer, and myname is your user name. This information is displayed in the System Preferences Sharing panel when you turn on **Personal Web Sharing**.

Alternatively, instead of using the IP address of your computer, you can use the local hostname, which is displayed beneath "Computer Name" in the Sharing panel of System Preferences, using the form of something like:

```
http://mycomputer.local/~myname/
```

where mycomputer.local is the local hostname of your computer.



Uploading your site using FTP, SFTP or FTPS

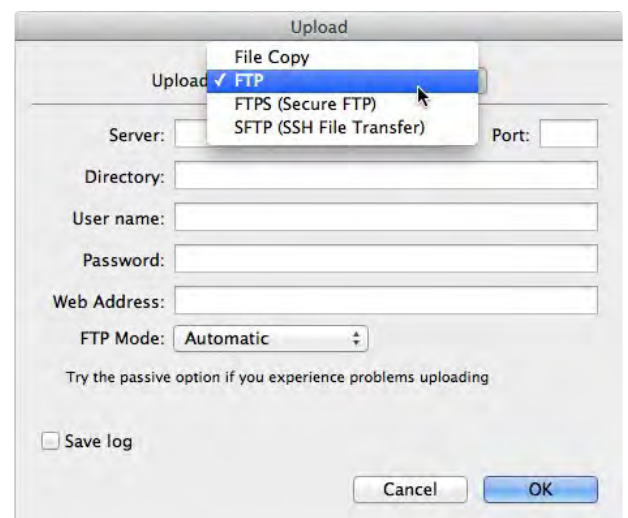
Your host will have given you instructions on how to upload your files to their web servers. Most commonly this will be by choosing the default **FTP** option in the Upload dialog—however, if your host has specified that you need to use a specific type of secure FTP (**FTPS** or **SFTP**) choose the appropriate type in the Upload dialog.

To upload your site

1. Choose **Upload...** from the **File** menu. If you have not already specified the local site folder, Freeway will ask you to locate it before you proceed.
2. Choose from either **FTP**, **FTPS** or **SFTP** in the Upload dialog.
3. You may have already entered into the **Upload** settings in the **Document Setup** dialog—if not, enter the required information for the Server, Directory, User Name and Password.
4. Click **OK** to proceed with the upload. If all the information is correct, Freeway will now publish the site into the site folder first, to ensure that this is up-to-date with any changes made to your document.
5. Before uploading, Freeway will ask for your name and password if you have not entered these in the **Document Setup** or **Upload** dialogs. If you enter your name and password at this stage, Freeway will remember your name for the duration of the Freeway session but will ask you for your password each time you connect.
6. Freeway will now compare the files in the upload destination folder with those in the site folder and upload any files that have changed. It will also perform any housekeeping that is required, removing old files or folders which are no longer needed.

Need help with what info to use in which field?

Upload: Select the upload type, this will usually be FTP but if your hosts supports secure transfers then, depending on the method they support, choose **FTPS** or **SFTP** (you host should have specified which to use in their correspondence, if not choose **FTP**).



Note: If you have problems uploading to a secure server when choosing **FTPS** in the **Upload** popup, try de-selecting the **Authenticate Certificate** option in the Upload dialog (which is switched on by default) and then click **OK** to try again.

Server: The address of your web server. An example of this looks like ftp.domainname.com, or in IP format 123.456.789.0. This is not the same as your web address (although it can sometimes look similar). Your web address is linked to a particular directory (folder) on your web server.

Port: This field should be left blank unless your host has specified a particular port number to use.

Directory: Some hosts require you to upload your pages into a specific directory (folder) on your web server. If your host has not instructed you to use a specific directory (which may be called something like “public_html”, “ht_docs”, “www” or “html”) try leaving it blank.

Username: The username provided by your host.

Password: The password provided by your host.

Ultimately, if you can’t upload it is almost certain because you have entered incorrect information in one or more fields—in which case, you will need to check with your host to ask them what specific information you need to enter in each field.

How files are uploaded

During the upload, Freeway displays a progress window to show how many files remain to be processed. You can stop the upload at any time by clicking the **Stop** button on the progress window. While uploading is in progress you can continue to work on in Freeway or in other applications. It is possible to perform two or more uploads simultaneously if you wish.

During the upload process, Freeway copies any files which have changed since the site was last uploaded and deletes any files which are no longer needed. Files are also uploaded if they have been removed from the server or if their size and date does not match the size and date of the uploaded files. Files are not uploaded if they have not been changed.

The upload process is carried out as a background task and the progress window will stay open even if you bring other windows in front of it. You can continue editing the document being uploaded, work on a different document or switch to another application. You cannot publish a document while it is being uploaded (the **Publish** option is disabled), but you may preview pages if they have not been changed since the upload was started (the **Preview** option is disabled for pages that have been changed).

The progress window displays the number of items which remain to be processed (that is, compared and possibly uploaded to or deleted from the upload site), along with a progress bar and text showing the current operation. Two or more sites can be uploaded at the same time.

If the progress window is hidden behind another window (such as a document window), it can be brought to the front of the screen by selecting it from the **Window** menu, where progress windows are listed in a separate section.

The progress window for the current document can also be brought to the front of the screen by selecting the **Upload** option in a document while the site is being uploaded.

A document cannot be closed inadvertently while it is being uploaded. If you try to close it, Freeway will display an alert asking if you wish to stop the upload. Similar alerts are displayed if you try to quit Freeway while a site is being uploaded or if an alert message has not been dismissed.

To cancel an upload

Uploading can be stopped by clicking the **Stop** button in the progress window or by pressing the **Escape** key when the progress window is at the front of the screen.

If an error occurs while uploading

If an error occurs while uploading a site, Freeway displays an alert message in the progress window and brings it to the front of the screen if it is not already the front window. If Freeway is not the front application, it plays a system beep and its Dock icon will bounce.

Re-check the information you have used in the Upload dialog to make sure it is correct and, if you believe it is all as it should be, contact your host to ask them to tell you the correct info to use in each field.

Managing your site

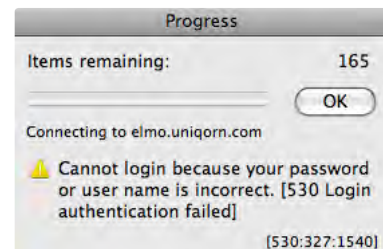
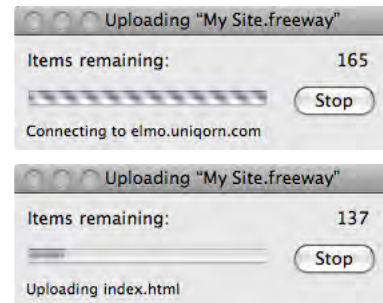
There is more to managing your site than simply publishing and uploading it in Freeway. One of the most important advantages of web publishing over conventional paper printing is the ease with which information can be updated. Many large web sites are updated daily. Regular updates will encourage readers to revisit your site.

Use your home page to highlight new information and areas. Regular visitors appreciate the convenience of seeing any new stories when they return to your site.

When you edit your document to add new information and then use the **Preview in Browser**, **Preview in Freeway**, **Publish Site**, or **Upload...** commands, Freeway only needs to send any items that have changed since last time the site was published.

Splitting your Freeway document

There may be occasions when you wish to split your Freeway site across several documents. Perhaps you want to move one of the sections to a different web server (for example, you might set up a dedicated server for the “Sales” section of the site). Or you might want to split the site into several documents to allow different people to work on it at the same time. This is similar to subdividing a book in InDesign or splitting a QuarkXPress publication into separate documents for each chapter.




How to split your Freeway document

Ideally, site splitting should be something that you plan in advance when you first begin working on the site—you should map out how the site will develop in terms of workflow and organization.

If after creating a Freeway document you subsequently need to divide it, a couple of questions should be addressed. What sections does the site fall into naturally (for example, Sales, Support, Contacts), and what sections need to be divided for the purpose of updating them independently from the main site document (for example, a press releases or news area)?

To begin splitting a site, start by saving a copy using **Save As...** in the **File menu**. After you've made the copy, delete the pages that are not needed in each document. As Freeway deletes pages, you will be given the option to automatically replace links to the deleted pages with "relative links" so you won't have to type them in later by hand.

It's best to split the Freeway document in such a way that each new document contains the files for one folder in the site. For example, if you have a "Sales" section and a "Support" section, you might want to divide the site so that each of these was contained in a separate Freeway document.

To do this, begin by creating two new folders in Freeway for Sales and Support using the **New Folder** option in the  menu at the bottom of the **Site panel**. Next, select the pages that belong in the Sales folder of the **Site panel** by highlighting their names and **Shift**-clicking to select them, and then drag them into the Sales folder. Similarly, drag the Support pages into the Support folder. This will make it easier for Freeway to set up the correct links between the two sections.

Now, use **Save As...** to make a copy of the document for the Sales section, and do this again to make a document for the Support section. Open the Freeway document you've saved as Support and delete all the pages that do not belong in that section (that is, all the Sales pages and all the pages from the main section). You will be prompted to either remove the links or replace them with relative references. Click the button to select relative references. Freeway assumes that the folders and pages will keep the same relative positions in the site structure. Delete the unwanted pages from the Sales document and the main document in a similar way.

When you have two or more files that constitute your web site, you will have to create links between them. You won't be able to use internal links to pages that are contained in other Freeway documents, so you need to use "relative paths." A relative path is a way to specify how to get to another page in the same site from the current page. It's called a relative path because it specifies a location in relation to the current location. You can find more information about this in *Hyperlinks: Linking to external pages* on page 113.

Creating relative links

Select the text or item to which you'd like to link, then bring up the **Edit Hyperlink** dialog. Enter a relative link into the **URL** field of the dialog, replacing the "http://" text if it is a new link. In this dialog, you will have to enter the file name of the HTML file to which you want to link.

The file name is shown in the **Page General** panel of the **Inspector palette** of the relevant page. If the file you want to link to is in the same folder, just enter this file name. For instance, if you want to link to a page called Company X Home Page whose file is called `index.html`, you would enter `index.html` in the **URL** field.

If the linked file is in a folder within the folder from which you are linking, you would preface the file name with the folder name(s). Our example illustrates a folder called `Site Folder`, within which is a home page (`index.html`) and two folders: `Sales` and `Support`. If you were linking from the home page to a page called `offers.html` within the `Sales` folder, you would type `sales/offers.html`.

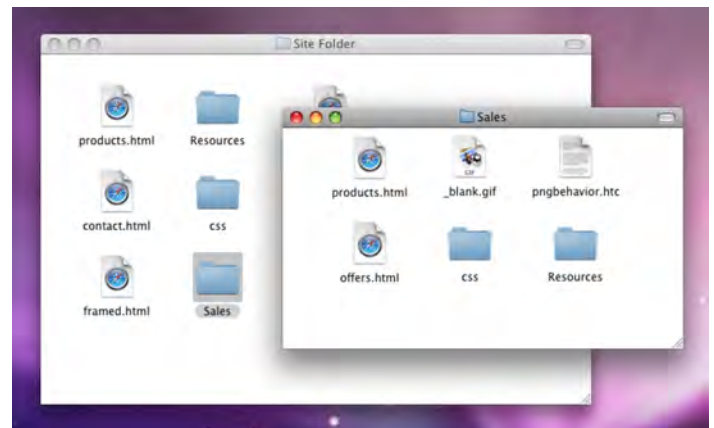
If the linked file is in a folder that contains the folder in which your current page resides, then you need to preface the file name with a "double dot" and a slash: `../`—this means "go up to the folder above". For example, if you were making a link from a page in the `Sales` folder back up to the home page in the folder above, you would enter `../index.html`.

If the linked file is in a folder that is in the same parent folder as the folder that the source page is in, you need to use `../` and the folder name. So if you were linking from a page in the `Sales` folder to a page called `faq.html` within the `Support` folder, you would type `../support/faq.html`.

Generally, you should try to make these kinds of links as infrequently as possible, as they are more difficult to maintain than internal links within the same Freeway document. To avoid making too many links across documents, make sure your site is organized in such a way that there is one means of entering the `Sales` section and most of the links within that section are to other pages within the same Freeway document. This minimizes the number of links you need to check and enter by hand. It also makes your site easier to navigate—for example, if someone wants sales information, they know that they can find everything they need in that one section without having to jump around to different sections of the web site.

The **URLs...** option on the **Edit** menu allows you to manage these links and make global changes, and you might also find the **Link Map** useful.

Before making such a major change to your web site, it's best to make a backup of your Freeway document(s) in case you delete anything by mistake. It's also a good idea to create some small test documents and practice linking between them so that you can familiarize yourself with how the process works.



Note: The **Link Map** is not available in Freeway Express.

Dedicated FTP tools

Freeway's FTP upload option has everything you need to upload your site to the web server, manage the files and delete files which are no longer needed. However, there are a few things that you might need to do which require a more comprehensive FTP tool.

Freeway will not delete any files that were previously on the FTP server—it will only overwrite them where necessary. This is because you might have some pages on the server which have been uploaded using another Freeway document or by someone else. When you upload a particular Freeway document, the only redundant files which will be deleted are those which formerly belonged to that document. You would need to use another tool if you needed to completely delete all the files on the server to remove an old site.

When you are uploading your site, if you want to upload to a directory that does not exist on the server, you need to use a tool like Transmit or Fetch to create that directory on the FTP site first. You might want to do this if you want to upload a separate site for someone else in a folder within your own site or a test site that doesn't replace your own site.

The first step is to log on to the server using your chosen tool. Launch the application and enter the Upload details. For example, using Transmit, you need to select **Connect to Server** from the **Go** menu, enter your details, and then click **Connect**. In Fetch you would select **New Connection** from the **File** menu, enter the details and click on **OK**.

Most modern FTP applications offer a “synchronize” feature which lets you synch what's on the web server with what's in your Site Folder (or File Copy Folder if you use that method). This means that after the first upload, you can simply log on to the server using the FTP application and then synch the files so only the files necessary since the previous upload will be uploaded.

Deleting files

Once connected, you will see a window showing the contents of the folder on the server. Click on the file or files that you want to delete, or use **Select All**. Depending on your software you can delete using menu commands, or by typing **Command-backspace**.

Creating a directory or folder

In Transmit, select **New Folder** from the **File** menu and enter the name for the new directory. In **Fetch**, select **Create New Directory** from the **Directories** menu.

External files

You might also need to use an FTP application if you need to upload any files which are not automatically uploaded by Freeway—for example some extra items required for a Java applet, or a script that you need to use on your site.

To do this, you would just log on to the site as described above and drag the item from the Finder into the window to upload it.

Where to find FTP applications

Something like 100 FTP applications are currently available—you can find them on download sites such as CNet (see <http://download.cnet.com/mac/>). Some are freeware, such as Cyberduck, some are shareware, such as Captain FTP and Interarchy, while others are commercial applications, such as Fetch and Transmit. We've added URLs to the more well-known and well-established FTP applications.

Cyberduck (*freeware*): <http://cyberduck.ch/>

Captain FTP (*shareware*): <http://captainftp.xdsnet.de/>

Interarchy (*shareware*): <http://nolobe.com/interarchy/>

Fetch (*commercial*): <http://fetchsoftworks.com/>

Transmit (*commercial*): <http://www.panic.com/transmit/>

Freeway and IE Compatibility

According to current (July 2011) browser statistics (see http://www.w3schools.com/browsers/browsers_stats.asp), Internet Explorer is the third most widely used web browser. Unfortunately, IE6 and IE7 are also the least standards-compliant browsers, though Explorer 8 and 9 are much better. This means that web pages which display correctly in other browsers—and contain valid (X)HTML and CSS—may be displayed incorrectly in Internet Explorer 6 (which is now quite old and has less than 3% usage).

One way in which web designers sometimes adapt their pages to work in Explorer is by use of so-called “browser hacks”. These exploit bugs in Internet Explorer's handling of HTML and CSS in order to fix display bugs without affecting the way that a page is displayed in other browsers. This approach has several disadvantages, including the fact that browser hacks depend upon non-standard or illegitimate use of HTML and CSS.

An alternative approach is to use conditional comments to include code which is specific to Internet Explorer.

Freeway takes this second approach. If you select an IE-compatible option, Freeway Pro writes an IE-specific stylesheet which contains style definitions that are used to work around some of the problems. Freeway also writes some other files which allow PNG images to be displayed transparently in IE6.

Note: IE6 is unable to display PNG graphics transparently as background images. There are no acceptable workarounds for this problem.

Conditional comments do not work with versions of Internet Explorer older than 5.5. If you require pages to display correctly on very old versions of Explorer (or Netscape), you should use table layouts rather than CSS layouts.

Freeway provides four options for browser compatibility:

- **Normal** compatibility makes no concessions for limitations in Internet Explorer.
- **IE6/IE7/IE8** compatibility allows pages to be displayed correctly in Internet Explorer 8, and also provides a degree of backward compatibility with IE6 and IE7.

Working with Color

An important difference between print publishing and web publishing is the method for defining color and the range of available colors. Although many computer monitors support thousands or millions of colors, the use of cell phones and other methods of accessing the web is on the rise. The result can be an unexpected dithering of colors on the viewer's monitor, making your images look sloppy.

Freeway allows you to define colors and apply them to your page backgrounds as well as text and other items created on the page. The **Color** popup menu is the standard way of applying color and appears in various places in Freeway. Colors can also be applied through the **Styles & Colors palette**.

Note: Freeway Express does not have a **Styles & Colors palette**, or support the saving of custom colors. More information about using colors in Freeway Express can be found on page 151.

Web-safe color

The standard 256 colors differ slightly on a Mac and a Windows PC, so if you want to make sure that viewers see colors as you intend, then you should choose from the 216 "web-safe" colors, especially for flat areas such as fills and background colors for pages. These are defined and offered whenever you need to specify additional colors in Freeway. It is also possible to define colors outside the 216 web-safe colors.

On the web, colors are defined in RGB, using a hexadecimal (Base 16) system of numbers. Hex uses the numbers 0 to 9 and the letters A to F to represent the numbers 0 to 15.

Web-safe colors are defined using six possible percentages for red, green, and blue. These are 100%, 80%, 60%, 40%, 20%, or 0%. The hexadecimal numbers that relate to these percentages are FF for 100%, CC for 80%, 99 for 60%, 66 for 40%, 33 for 20%, and 00 for 0%. These percentages can also be presented as red, green, and blue values in Photoshop. The corresponding values are 255, 204, 153, 102, 51, and 0.

Shown as a table, the hexadecimal numbers, their RGB Photoshop values and corresponding percentages look like this:

Hex	Photoshop	Percentages
FF	255	100%
CC	204	80%
99	153	60%
66	102	40%
33	51	20%
00	0	0%

Only 216 combinations of the color values contained in this table are possible when working with the three color channels Red, Green, and Blue, and these combinations provide the 216 web-safe colors. Any color composed in RGB using combinations of the above values will be web-safe and reproduce without dithering.

You can use the web-safe palette when applying an indexed palette to graphic items set to export as GIF or PNG images. This may result in a dithered or posterized image but the result will be more consistent when viewed under different conditions than the millions of colors in a JPEG or PNG image. An adaptive palette gives better results in most cases but is less predictable because it may contain non-web-safe colors.

Temporary and permanent colors FW Pro only

Colors listed in the **Styles & Colors palette** or **Colors** popup menu can be either temporary or permanent:

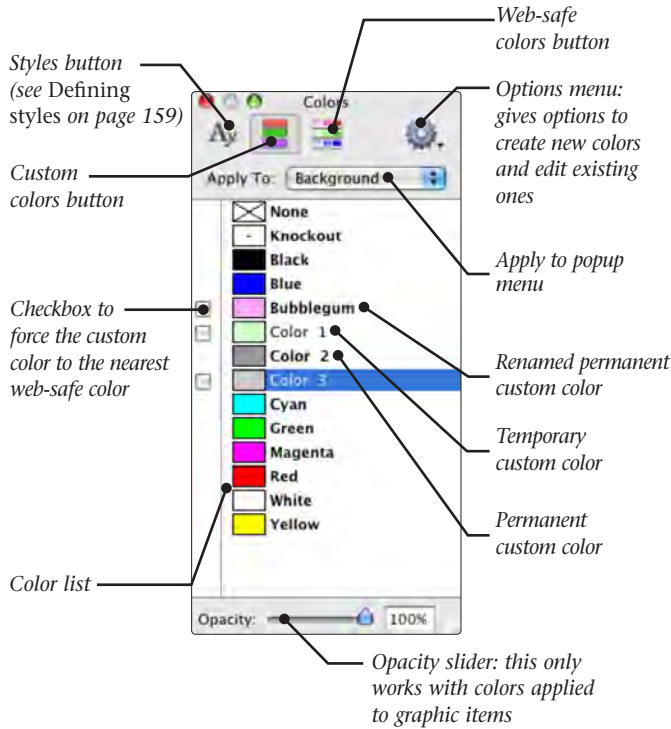
- **Temporary colors** appear in italic type in the **Styles & Colors palette**. Temporary colors are deleted from a document when they are not used. Convert temporary colors to permanent colors to prevent this (see *Making temporary colors permanent* on page 150).
- **Permanent colors** appear in bold type in the **Styles & Colors palette**. The default permanent colors are *None, Black, White, Cyan, Magenta, Yellow, Red, Green, and Blue*. *Knockout* is available for graphic text only. Permanent colors remain in a document, even if they are not currently used.

Note: Colors, aside from the permanent standard colors (*None, Knockout, Black, Blue, Cyan, Green, Magenta, Red, White, Yellow*), are always temporary in Freeway Express.

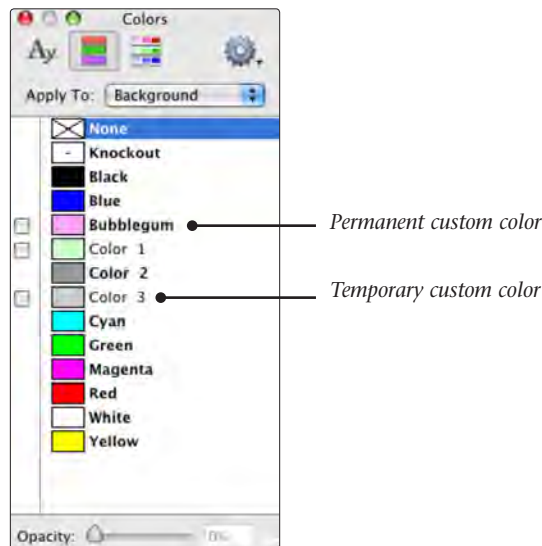
Color panels

In Freeway Pro, the **Styles & Colors palette** provides two color panels: a **Colors** panel and a **Web Colors** panel. Switch panels by clicking on their tabs.

Anatomy of the Styles & Colors palette FW Pro only



Colors panel FW Pro only



You can create more colors and add them to the **Colors** panel in the **Styles & Colors palette**. Colors applied to elements of your document are also listed here automatically.

Colors shown in bold are permanent, while those shown in plain type are temporary. Colors added to the list as you work or defined from scratch are editable—you can change them or delete them from the palette. The default colors are not editable.

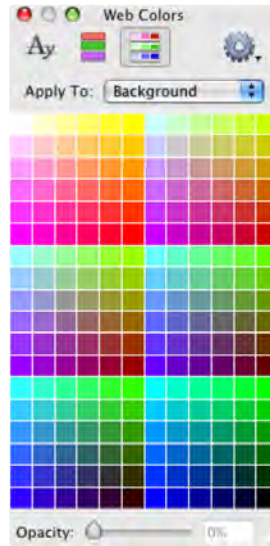
Web-safe Colors panel FW Pro only

To display the **Web Colors** panel, click on its button in the **Styles & Colors palette**.

To apply a web-safe color, select the object and click on the color swatch in the **Web Colors** panel. Colors applied to text and boxes are displayed with a black outline when the object is selected. Colors cannot be added to the **Web Colors** panel, but applied colors are added to the **Styles & Colors palette**.

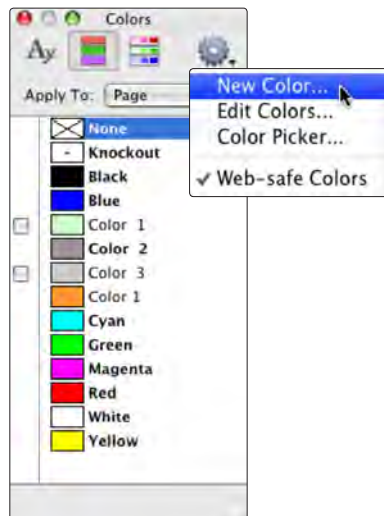
Hover the mouse cursor over a color swatch to show that color's hexadecimal value (requires **Help Tags** to be on in Freeway's **Preferences**—see page 232 for more information).

Note: *In the early days of the internet, some older computer screens would only support 256 colors—so it was always advised to use the list of 216 colors called “web-safe” colors. Now that most computer screens support millions of colors, this list is rarely adhered to now.*



⚙️ menu FW Pro only

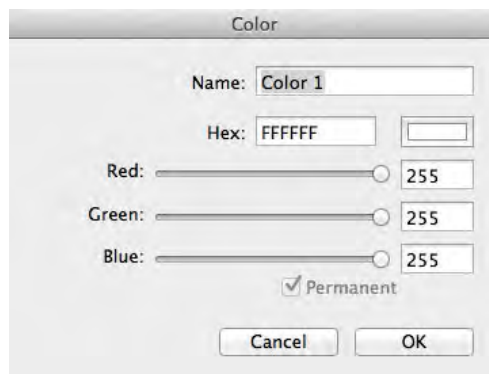
The ⚙️ menu on the **Styles & Colors palette** offers commands for managing your colors.



New Color FW Pro only

Choosing **New Color...** from the **Styles & Colors palette** ⚙️ menu brings up the **Color** dialog. In addition, the dialog allows you to view or edit the RGB color values, edit the Hex value and lets you choose a name for the new color. If you know the hexadecimal number for a color, you can enter it in the **Hex** field—color numbers entered here do not need to be web-safe. You can also click on the **Color Picker button** (the color swatch button to the right of the Hex value field which, by default, displays in White) to access the Mac OS Color Picker and use any one of the options available there to define a new color (for more information, see *Color Picker button* below).

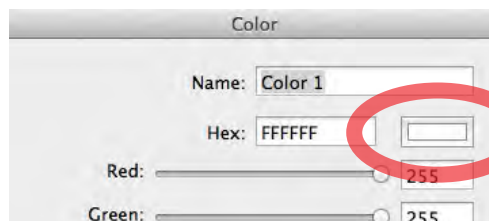
Choosing **Other...** from the color popup menus elsewhere in Freeway also brings up the **Color** dialog.



The **Color** dialog allows you to choose web-safe colors, add new colors (including non-web-safe colors) by typing in the Hex value and change a color's name.

Color Picker button FW Pro only

Click on the **Color Picker button** (highlighted in the screenshot, right) to display the Mac OS X Color Picker, from which you can choose any of the available options. Choosing a color here creates a new permanent color in the Freeway **Styles & Colors palette**.



After clicking on the Color Picker Button the standard Mac OS X Color Picker is displayed where you can choose from the different tabs at top. As the Color Picker is the standard one seen in many Mac applications as part of the Mac OS X interface the various options are not covered in this Reference manual.

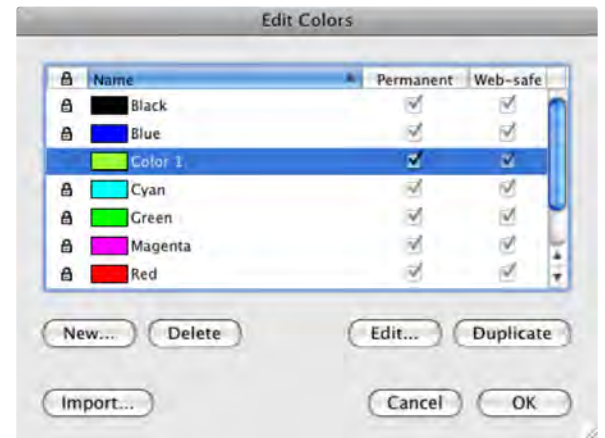
If you click on the magnifying glass icon in the Mac OS X Color Picker, you can sample a color from anywhere on the screen.



Edit Colors FW Pro only

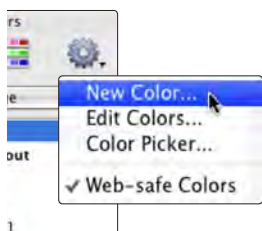
Choosing **Edit Colors...** brings up the **Edit Colors** dialog, which can also be accessed from the **Edit** menu and by **Control**-clicking on the **Styles & Colors palette**.

From here you can manage the list of custom colors defined in your document. For example, you can duplicate or delete an existing custom color, create new colors or import custom colors from another Freeway document.



Web-safe Colors FW Pro only

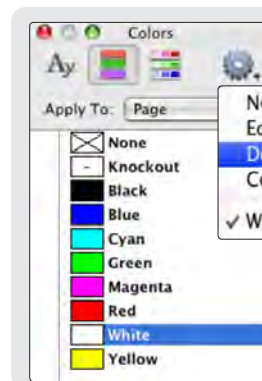
When this option is turned on, non-web-safe custom colors automatically matched to the nearest web-safe color values. It is will alter the custom color to the nearest web-safe equivalent document.



When **Web-safe Colors** is turned on, a checkbox appears next to custom colors in the colors list— if this is selected, the color will be matched to the nearest web-safe color value.



Power Tip: **Control**-click on a color in the **Styles & Colors palette** to quickly access various options from the contextual menu. You can use the contextual menu to delete the custom color you have clicked, create a new color, call up the Color Picker, open the **Edit Colors** dialog to edit the chosen color, and toggle the display of **Web-safe Colors**.



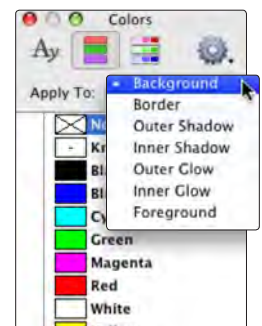
Applying color

You can color text and boxes by applying:

- Existing colors in the document.
- New colors you've created or edited.
- Colors you've imported from another Freeway document.

You can use the **Colors** and **Web Colors** panels in the **Styles & Colors palette** (Freeway Pro only), the **Color** popup in the **Inspector palette** or Freeway's menus and dialog boxes to apply color.

You can, for example, simply select an object and click on a color in either panel of the **Styles & Colors palette**. (If the **Styles & Colors palette** isn't already on the screen, choose **Styles and Colors** from the **Window** menu.) At the top of its window, the **Styles & Colors palette** has a popup menu, which can be used to apply color for shadow, glow, background, foreground, text, text background and foreground options. These options are contextual, depending on what kind of item is selected.



Applying color to text

The simplest way to apply a color to a text run is to select it and choose a color from the **Color popup** in the **Inspector palette**. You can use this method to make different words in a box appear in different colors.

Applying color to a box FW Pro only

Select the box (or with the text cursor in a box, choose **Background** from the **Apply To** popup menu at the top of the **Styles & Colors palette**) and choose a color from the **Styles & Colors palette** or **Inspector palette**. When the box is selected, the color is highlighted in the **Styles & Colors palette**. If you select several boxes filled with different colors, all the selected colors appear highlighted in the **Styles & Colors palette**.

Note: If a box has a border applied, it is only possible to change the color by using the **Item Appearance** panel in the **Inspector palette**.

Note: Freeway Express users can apply color to boxes using the color popup menus in the **Inspector palette**. See page 151 for details.

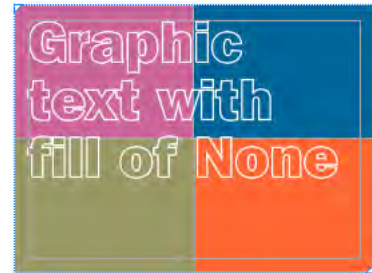
None and Knockout

Freeway's colors list includes two special colors: **None** and **Knockout**.

None

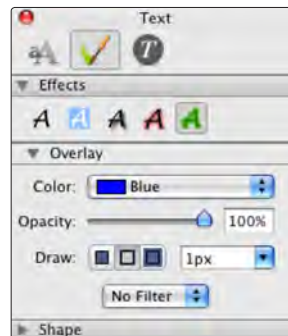
HTML and graphic items drawn on the page in Freeway have **None** as the background color by default. **None** means there is no color fill applied to the selected item, so it will be transparent and show items and colored items behind it.

Graphic text can also be given a fill of **None**. This can be used in association with the **Overlay** attribute to give the selected text a border but a transparent background so that the colors of items behind the text show through.



Create transparent text with an outline attribute using Freeway Pro

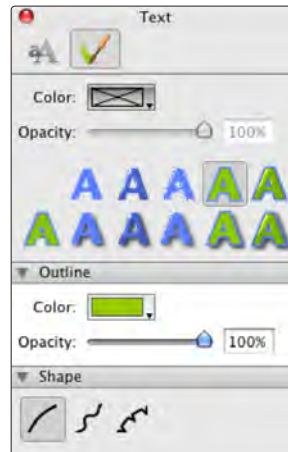
1. Select some graphic text.
2. Choose the color **None** in the **Styles and Colors** palette.
3. Choose the **Text Appearance** panel of the **Inspector** palette.
4. Reveal the **Effects** if it is not already showing.
5. Click on the **Overlay Effects** icon.
6. In the Overlay panel, choose a color to create the outline effect. Set the overlay, opacity, width, position and filter as you wish.



Create transparent text with an outline in Freeway Express

1. Select some graphic text.
2. Choose the **Text Appearance** panel of the **Inspector palette**.
3. Select the **Outline** effect button. This gives a default 1px green outline. Set the outline color, opacity, and outline thickness as desired.

Note: The **Overlay** and **Outline** effects can only be applied to text while it is selected.



Knockout

Knockout can be used to punch text through its container item's background color. You can only apply **Knockout** to selected text; the color cannot be applied to graphic items. In this example, we've also used the **Overlay** attribute to outline the word, and applied the **Shadow** attribute to the item that contains the knocked out text.



To create this effect in Freeway Pro and Express:

1. Draw some graphic items that will become the background to the text. These can contain photographs, plain background colors, or fills created using graphic Actions. You can also just use the page background color or image.
2. Draw a graphic item, click in it and add some text. The **Knockout** effect works best with bold typefaces.
3. Give the text box a color, then select the text and choose **Knockout** from the color popup menu.

The text will appear to have been punched out of its container item, and any background items will show through. Add further effects as you wish.

Note: When using **Knockout**, the text color **Opacity** and **Filters** have no effect on the selected text.

Creating a new color

You can use the Mac OS Color Picker to create a new color and add it to the **Colors** panel of the palette or to edit an existing color. The Color Picker also gives you a choice of color models, which allows you to specify colors in slightly different ways.

In order to create a new color, you can type in Hex values or display the Color Picker. There are three ways to do this in Freeway Pro:

- Choose **Colors** from the **Edit** menu, click **New...**, then click on the **Picker** button.
- Click on the **Styles & Colors palette** pop-out menu and choose **New Color**, or **Control-click** and choose **New Color...** from the contextual menu, then click on the **Picker** button.
- Click on the **Styles & Colors palette** pop-out menu and choose **Color Picker...**, or **Control-click** and choose **Color Picker...** from the contextual menu

The Mac OS X Color Picker window is displayed, showing the available color pickers. To use the different color pickers, click on one of the color model icons in the top of the Color Picker window, then select your color using the available controls.

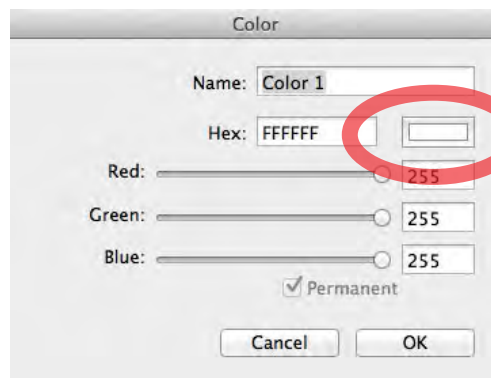
Editing, duplicating, and deleting colors

Once you've created a color in Freeway Pro, you can edit, duplicate, or delete it.

Editing a color created in Freeway FW Pro only

You can alter the color mix of an existing editable color as follows:

1. The **Color** dialog must first be displayed, which can be done in a number of ways: **Command-click** on the color in the list of custom colors in the **Styles & Colors palette**; choose **Edit Colors...** from the **Styles & Colors palette** pop-out menu; or choose **Colors...** from the **Edit** menu, select the color to edit from the scrolling list and then click on **Edit**.
2. With the **Color** dialog now displayed, choose a new color.
3. Click **OK**.



The **Color Picker** button opens the Mac OS X colors palette, where you can specify and choose a custom color from the various color models. See also Color Picker button on page 146.

Freeway now changes the color in the **Styles & Colors palette** and the menus. Any object or text using the original color is changed to show the new color.

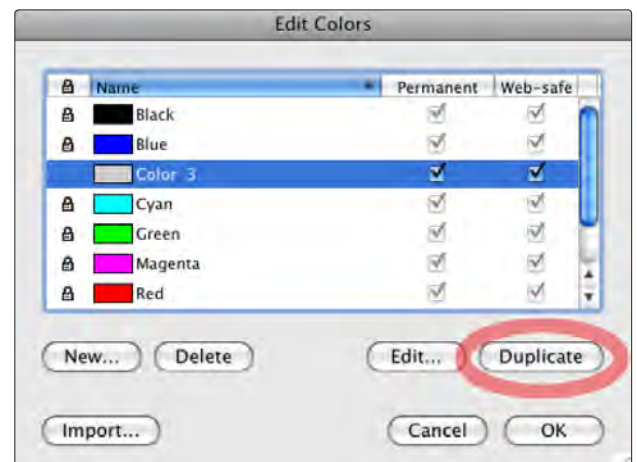
Duplicating a color FW Pro only

Duplicating a non-editable color allows you to edit the duplicate. You can duplicate an existing color as follows:


1. Choose **Colors...** from the **Edit** menu, or in the **Styles & Colors palette** choose **Edit Colors...** from the menu.
2. Select the color to duplicate from the scrolling list.
3. Click the **Duplicate** button.

Freeway makes a copy of the color and adds it to the bottom of the scrolling list using the original name plus the word "copy". Now you can edit the duplicate color (and change its name, if you want).

Power Tip: You can edit a specific color quickly by **Control-clicking** it in the **Styles & Colors palette** and choosing **Edit Color...** from the contextual menu.



Deleting a color FW Pro only

1. Choose **Colors...** from the **Edit** menu, or in the **Styles & Colors palette** choose **Edit Colors...** from the  menu.
2. Select the color you want to remove from the scrolling list. If the color can be deleted, the **Delete** button will be active. You can't change or delete the non-editable colors—these are None, Knockout, Black, Blue, Cyan, Green, Magenta, Red, White, and Yellow.
3. Click **Delete** or press the Backspace or **Delete** key. If the color is used in your document, Freeway displays the **Select Color** dialog box asking you to select from the scrolling list a color that you want to use in place of the deleted color.
4. Select a color and click **OK**.
5. Click **OK** on the **Edit Colors** dialog box.

Freeway deletes the color from the list. Where the original color has been applied to text or graphics in the document, Freeway substitutes your chosen replacement color.

Power Tip: You can delete a specific color quickly from the **Styles & Colors palette** by **Control-clicking** and choosing **Delete...** from the contextual menu.




Importing colors FW Pro only

You can import colors directly from other Freeway documents.

Importing colors from a Freeway document

To import colors from another Freeway document, first make sure that they are permanent colors, then follow these steps:

1. Choose **Colors...** from the **Edit** menu, or in the **Styles & Colors palette** choose **Edit Colors...** from the  menu.
2. Click on **Import...**
3. Find and select the document in the File selection dialog box.
4. Click **OK**.

Freeway imports the colors from the selected document and displays them in the **Styles & Colors palette** as permanent colors.

Imported colors are displayed using their original names. If different colors using the same name already exist in the receiving document, Freeway displays a warning notice which gives you the options to let Freeway rename the imported colors automatically, cancel the import, or carry on.

If you click **OK**, the imported colors may replace colors already in the document which you would like to keep, giving unpredictable results. If possible, rename the colors in the original document and they will then import correctly.

Making temporary colors permanent FW Pro only

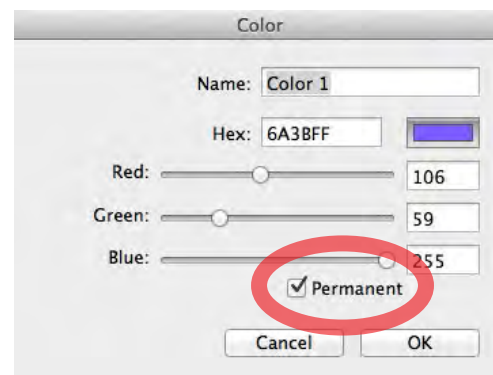
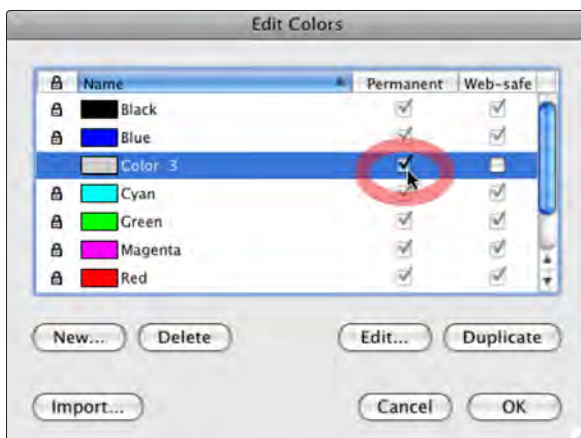
To make a temporary color permanent, use the **Edit Colors** dialog or the **Colors** dialog. To access the **Edit Colors** dialog:

- Choose **Edit Colors...** from the **Styles & Colors palette**  menu (see screenshot below left).

Select the color to edit from the list and then select the box in the **Permanent** column.

- Choose **Colors...** from the **Edit** menu.

To use the **Color** dialog, **Command-click** on the color in the list of custom colors in the **Styles & Colors palette**, select the **Permanent** box and click **OK** (see screenshot below right). Freeway then changes the color from temporary to permanent and displays its name in bold in the **Styles & Colors palette**. It will not be deleted if it is unused in the document, unlike a temporary color.



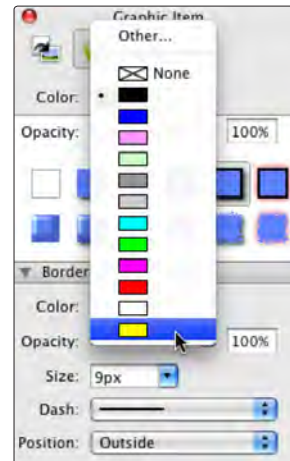
Using colors in Freeway Express

Freeway Express does not have a **Styles & Colors palette**, or support the saving of custom colors. You can choose colors other than the standard set by choosing **Other...** from the **Color** popup menu in the **Inspector palette**, then choosing the color you want from the Mac OS X Color Picker.

Freeway Express remembers custom colors you have used in your design, but you cannot rename them, or make them permanent. This means, if you delete the only item that uses a specific color, that color will disappear from the list.

Color popup menus appear at various places in the **Inspector palette**. Colors can be chosen for page backgrounds, HTML text, box backgrounds and borders, graphic text and effects, and graphic item backgrounds, borders, and effects.

Power Tip: To avoid the accidental deletion of a custom color when you delete items that may use it, create an item on the pasteboard area, apply the color, then turn off the **Publish** checkbox in the **Inspector palette**.



With a graphic box selected, one of the preset styles has been selected. You can see here that there are two color popup menus, one for the box background color (shown here with the color list showing) and one for the border color. To choose a custom color, select **Other...** from the top of the color popup menu. This opens the Mac OS color picker dialog. Once a custom color has been added to the popup menu list, it can be used for other elements in your design.

Styling Text

Specifying the appearance of text

You can specify the appearance of text by selecting it and then using the options in the **Inspector palette**. The options available are divided into **Character** settings and **Paragraph** settings, and depend on whether it is HTML text or graphic text, and which version of HTML you are generating.

The options in the **Character** section apply to the currently selected characters, and you can apply different character formatting to different characters within a line or paragraph.

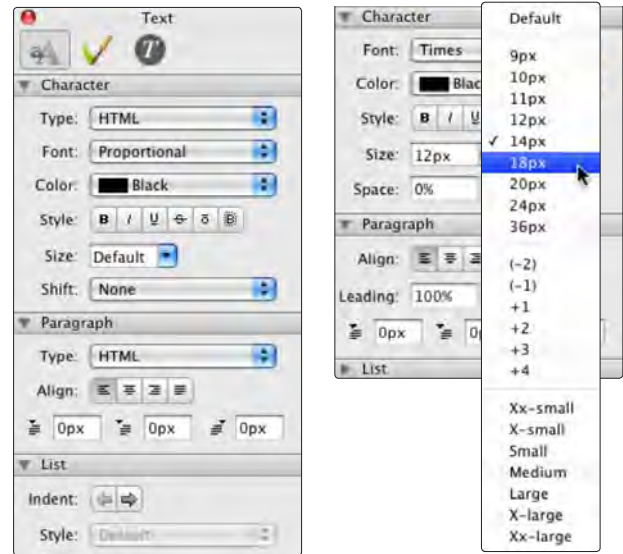
The options in the **Paragraph** section apply to the entire paragraph.

HTML text, HTML 4.01, XHTML 1.0, HTML5 and XHTML5

With HTML 4.01, XHTML 1.0, HTML5 and XHTML5, Freeway takes advantage of CSS style sheets to provide additional options, including absolute sizes and indented paragraphs.

Note: Freeway Express produces HTML 5 code only. The ability to set alternative HTML levels is a Freeway Pro feature.

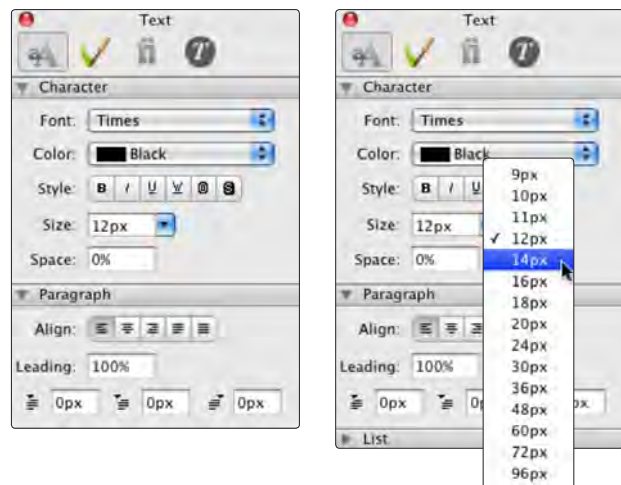
Note: For a discussion about the differences between and uses of HTML text and graphic text, and how to insert and import text into your Freeway document, see Working with text, beginning on page 80.



Graphic text

With graphic text you can use any of the fonts available on your computer, at any size.

You can also apply a wide range of text effects, using the options on the **Text Appearance** panel of the **Inspector palette**.



To change the appearance of text

- Select the text you want to change.
- Select the options as required from the **Character** and **Paragraph** panels of the **Inspector palette**.

To select all the text in an HTML item or graphic item

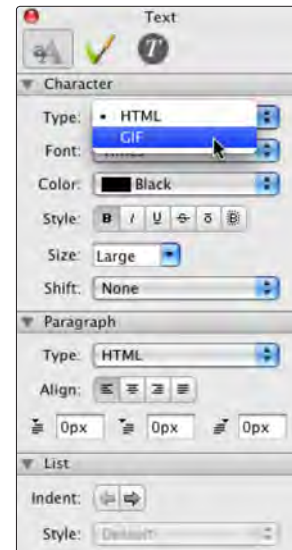
- Double-click in the item to place the insertion point in the text, and then choose **Select All** from the **Edit** menu.

To create graphic text within an HTML item

If you need text in a distinctive font or style within a block of HTML text, you can convert a selection into graphic text. When you publish the site, Freeway will convert the section of text into an in-line GIF image.

- Select the text you want to create as a graphic.
- Click on the text icon at the top of the **Inspector palette** to display the character and paragraph settings.
- In the **Character** section, choose **GIF** from the **Type** popup menu to convert the selected characters into graphic text.

The formatting options will then change to the options for graphic text and you can specify the settings as required.



I really Y Freeway

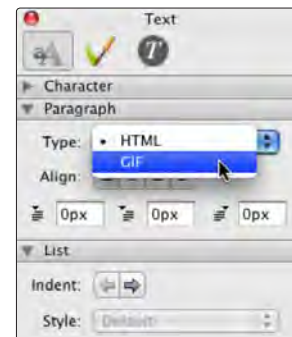
To convert a paragraph into graphic text

You can also convert a complete paragraph into graphic text.

- Position the insertion point in the paragraph and select triple-click to select it.
- Click on the text icon at the top of the **Inspector palette**.
- In the **Paragraph** section choose **GIF** from the **Type** popup menu to convert the entire paragraph into graphic text.

The formatting options will then change to the options for graphic text, and you can specify the settings as required.

For more information about editing text, checking your spelling and finding and replacing words in your Freeway document, see *Working with text* on page 80.



What are styles? FW Pro only

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

Sea of probabilities

Throughout this chapter, 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.

Important Note: Most of the content of this chapter is concerned with Freeway Pro. Freeway 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. See Styling text on page 152.

This chapter 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 chapter 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 FW Pro only

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 organized. 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 for *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.

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

HTML text 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. HTML text can be styled — we can change the color, font, and 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 (e.g. 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; Freeway gives you access to the fonts that are most likely to be on most machines.

Google Web Fonts and other new HTML font options

There was a time when HTML text could only be used with one of the web-safe fonts—which is a small list of fonts which include Times, Helvetica (Arial), Courier, Symbol, Verdana, Trebuchet MS and Georgia— but in the last few years a greater select of fonts have become available as either **Google Web Fonts** or “@font-face” fonts.

Both of these new methods work in a similar way. Google Web Fonts uses code which links to a font that is uploaded to Google's servers (so it is effectively available on any computer) and @font-face fonts are generated and then uploaded to your web server with the rest of your HTML files so they will display correctly on any computer.

To read more about using Google Web Fonts, see the KnowledgeBase article at <http://www.softpress.com/kb/questions/276/>.

There are two free third-party Actions which make it easy to choose any font that has the necessary permissions to use as @font-face fonts. See the following pages on the Internet:

- **Caxton:** <http://actionsworld.com/Actions/Caxton/index.php>
- **Web Fonts:** <http://www.freewayactions.com/product.php?id=034>

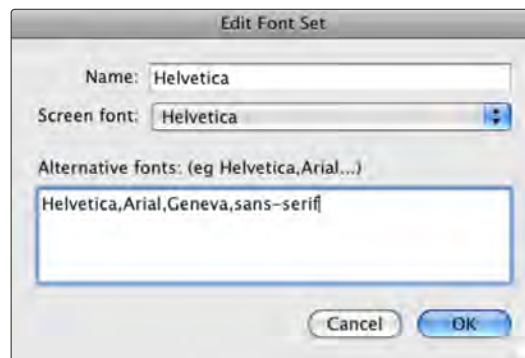
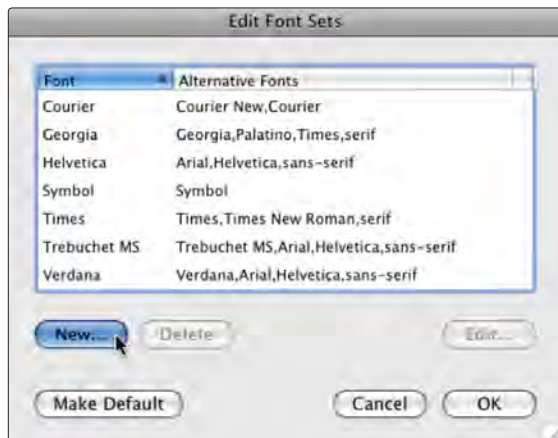
Both of the above Actions will let you use third-party fonts as HTML text on your websites—but it is very important that you have the necessary permissions to use the fonts, as using them as @font-face fonts is effectively sharing the font.

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 Pro and Freeway Express.

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 (see screenshot below left).
3. In the dialogue that opens (see screenshot below right), 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*, *Arial*, *Geneva*, 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.

To find out more about the core web fonts:

<http://www.microsoft.com/typography/fonts/default.aspx>

<http://www.ampssoft.net/webdesign-1/WindowsMacFonts.html>

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**. There are some very good reasons to avoid excessive use of graphic text, for example:

- Not readable by assistive devices
- Not displayed by more primitive browsers (such as Lynx)
- Cannot 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 images, some of these issues can be overcome (see page 99 for further details).

Freeway's default styles FW Pro only

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="_p">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 realize that a `<p>` tag is created by default. 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 the selected 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>Gustav's Hat</h1>
<p class="_p">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.

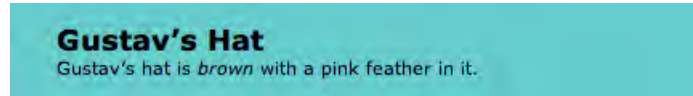
There are six levels of `<h>` tags, allowing you to create a hierarchy of headings. `<h1>` is the most important, whilst `<h6>` is the least. So, you could have your page title contained within an `<h1>` tag, headings on the page as `<h2>` tags and so on.

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

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

For example:



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

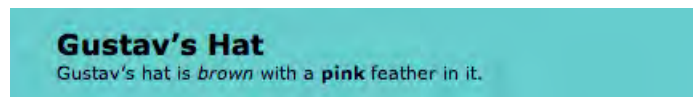
```
<h1>Gustav's Hat</h1>
<p class="_lp">Gustav's hat is <em>brown</em> with a pink feather in it.</p>
```

Again, like the <h1> tag, you can define the appearance of the text more. In the case above, simply italicizing 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:

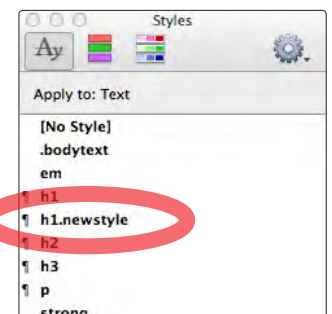
```
<h1>Gustav's Hat</h1>
<p class="_lp">Gustav's hat is <em>brown</em> with a <strong>pink</strong> feather in it.</p>
```

The word “pink” has a tag wrapped around it. Again, you can change the appearance of the text beyond simply emboldening it using Freeway Pro'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 & Colors palette**.

In the example on the right, an extra <h1> style has been defined (called “h1.newstyle”), in addition to 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 FW Pro only

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:288px; 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 & Colors 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=288 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=288 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 & Colors palette**.

```
<table border=0 cellspacing=0 cellpadding=0>
  <tr>
    <td class="BodyText" width=288 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=288 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 & Colors 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="#ffffcc"><p class="_lp">Header 1</p>
    </td>
    <td class="TableHeader" width=111 valign=middle
bgcolor="#ffffcc"><p class="_lp">Header 2</p>
    </td>
    <td class="TableHeader" width=111 valign=middle
bgcolor="#ffffcc"><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 FW Pro only

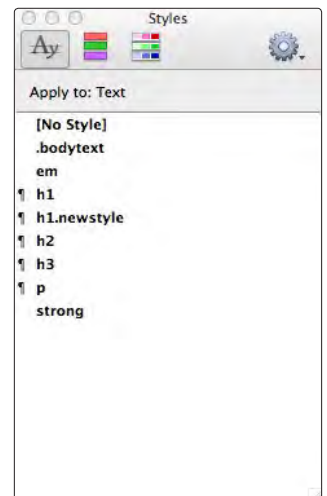
The **Styles & Colors palette** can display permanent styles or both permanent and temporary styles.

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 supported in Freeway using all HTML or XHTML levels.

Note: The **Styles & Colors palette** and **Edit Styles** dialog are only available for Freeway Pro. Freeway Express does not support defined reusable styles.



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 Express users, this is the only way to change styles, and more semantic style/tag combinations such as <h1> are not available.

Freeway 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 & Colors 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

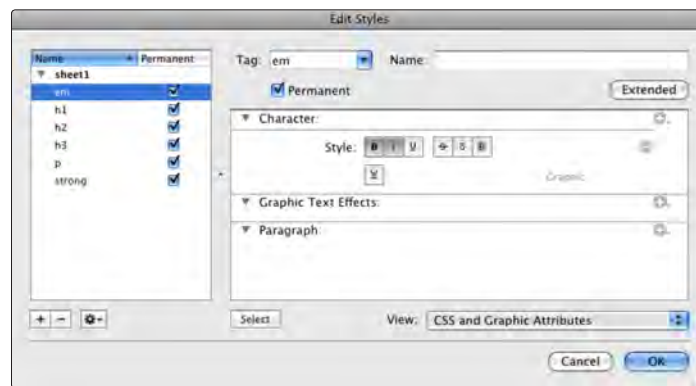
You can define styles in a number of ways. The most obvious way is to select the text in Freeway and use the **Inspector palette** to change the attributes of the text. If you want to make the style permanent, select the text and use the **Styles & Colors palette** to make the style permanent (and even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

Note: There is a very in-depth article on how to set up custom CSS text styles in Freeway Pro on our KnowledgeBase. This shows how to set things up using best practice tips so you avoid creating dozens of temporary text styles. Before you start to set up your custom CSS text styles we strongly recommend that you read through the article at <http://www.softpress.com/kb/questions/230/> which is also available as a PDF download by clicking on the link at the foot of the article.

Edit Styles dialog FW Pro only

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** popup 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** popup menu to select which attributes you want to see.

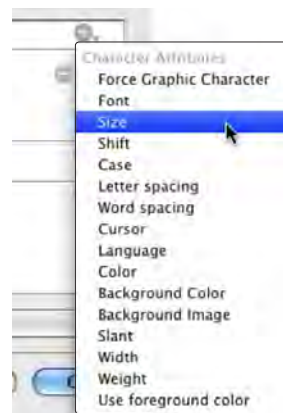
Tags and names

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** popup menu. If you wanted to make an `<h1>` tagged style, then select **h1** in the **Tag** popup 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 select those you want. Click **Select** again to return to the main style editing view.



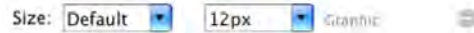
The following section describes the various options available in the **Edit Styles** dialog.

Character Attributes FW Pro only



Font

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

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



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

Color



This changes the color of the text.

Background Color



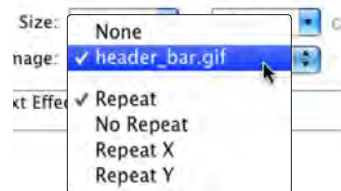
This changes the background color of the text.

Image



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

Note: Note that Freeway can not display this effect in the page layout. 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 text effects in Freeway Pro

Graphic effects can be used to enhance the appearance of graphic text.

To apply an effect to graphic text:

1. Select the text and choose the **Text Appearance** panel from the **Inspector palette**.
2. Choose an effect from the **Effects** section.

There are five effects to choose from: **Normal**, **Background**, **Shadow**, **Glow**, and **Overlay**.

You can remove a text effect by clicking a second time on the effect icon to deselect it, or by clicking on the far right of the section header for that effect (Freeway displays a minus icon under the mouse when you move it to this point). It is also possible to disable an effect without removing it: to do this, hold down the **Alt** key when you move the mouse to the right of the section header. Disabled effects are indicated by an eye with a red line through it—click on this a second time to re-enable the effect.

Normal

The **Normal** effect allows you to set a text color, along with other attributes such as outline and background filter.

TEXT *Text with the **Emboss** filter applied.*

Color: This popup menu lets you choose an existing color for the text, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the text. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Draw: Choose whether text is drawn solid, or with an outline, or solid and thickened.

Filter: This popup allows you to apply an **emboss**, **blur**, or **scatter** filter. See page 163 for filter settings.

Background

The **Background** effect allows you to set a background on which the text will be drawn.

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

Color: This popup menu lets you choose an existing color for the background, or choose a new color if required.

Opacity: The **Opacity** slider sets the transparency level of the background. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Shadow

The **Shadow** effect allows you to add a drop shadow to text.

TEXT *Example of the **Shadow** effect.*

Color: This popup menu lets you choose an existing color for the shadow effect, or choose a new color if required. The default shadow color is Black.

Opacity: The **Opacity** slider sets the transparency level of the shadow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Angle: Control the angle of the “light source” that generates the shadow effect. Changes can be made by clicking and dragging the control button, or entering numbers in the text field.

Global: This checkbox, selected by default, ensures that the same angle information is used for other global effects on the current page.

Offset: The slider controls the amount the shadow is offset from the text.

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).

Glow

The **Glow** effect allows you to add a glow to text.

TEXT *Example of the **Glow** effect.*

Color: This popup menu lets you choose an existing color for the glow effect, or choose a new color if required. The default glow color is Red.

Opacity: This slider sets the transparency level of the glow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Spread: The slider controls the amount the glow is spread from the text, from 0 (default) to 10.

Blur: The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).

Overlay

The **Overlay** effect allows you to add an overlay layer to text. This is useful for creating outlines and other effects.



Color: This popup menu lets you choose an existing color for the overlay effect, or choose a new color if required.

Opacity: This slider sets the transparency level of the overlay. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Draw: Choose whether the overlay is drawn solid, or with an outline, or solid and thickened.

Filter: This popup allows you to apply an **emboss**, **blur**, or **scatter** filter to the overlay. See page 163 for filter settings.

Effect filters

There are three filters that can be applied to graphic text with **normal** and/or **overlay** effects.

Emboss

Angle / Altitude: Control the angle and height of the “light source” that generates the emboss effect. Changes can be made by clicking and dragging the control button, or entering numbers in the text fields.

Global: This checkbox, selected by default, ensures that the same angle and height information is used for other global effects on the current page.

Specular: Controls the percentage of specular highlight. Higher values make the object look smooth and shiny.

Diffuse: Specifies the percentage of diffuse lighting. Higher values make the object look rough or matte.

Blur

The slider controls the amount of blur, from 0 (no blur) to 20 (very blurred).

Scatter

The slider controls the amount of scatter, from 0 (no scatter) to 20 (very scattered).

Graphic text effects in Freeway Express

Graphic effects can be used to enhance the appearance of graphic text.

To apply an effect to graphic text:

1. Select the text and choose the **Text Appearance** panel from the **Inspector palette**.
2. Choose a graphic effect from the **Effects** area.

There are four effects that can be selected in various combinations: **Outline**, **Shadow**, **Emboss**, and **Scatter**.

Outline effect

The **Outline** effect allows you to set an outline on graphic text.

Color: This popup menu lets you choose a color for the text fill that is used to create the outline effect.

Opacity: The **Opacity** slider sets the transparency level of the text fill that is used to create the outline effect. The default setting is 100%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Shadow effect

The **Shadow** effect allows you to add a drop shadow to graphic text.

Color: This popup menu lets you choose an existing color for the shadow effect, or choose a new color if required. The default shadow color is Black.

Opacity: The **Opacity** slider sets the transparency level of the shadow. The default setting is 75%, and the range is from 0% (completely transparent) to 100% (completely opaque).

Offset: The slider controls the amount the shadow is offset from the text.

Emboss effect

The **Emboss** effect allows you to create an embossed appearance for graphic text.

Specular: Controls the percentage of specular highlight. Higher values make the object look smooth and shiny.

Diffuse: Specifies the percentage of diffuse lighting. Higher values make the object look rough or matte.

Scatter effect

The **Scatter** effect allows you to create a scattered appearance for graphic text.

Radius: The slider controls the amount of scatter, from 0 (no scatter) to 20 (very scattered).

Lighting

Angle / Altitude: Control the angle and height of the “light source” that generates the shadow and emboss effects. Changes can be made by clicking and dragging the control button, or entering numbers in the text fields. Note that any changes that are made to lighting are global—they affect everything on the current page that has a shadow or emboss effect.

Graphic shape effects

Shape effects can be applied to graphic text. They modify the basic shape of the text characters by adding a crack or wobble.

Wobble

Period: The distance between each peak or trough, from 0px to 100px.

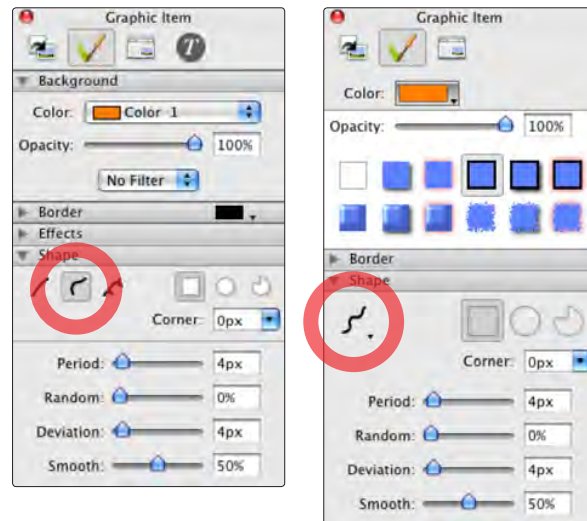
Random: Increases the randomness of the wobble.

Deviation: Causes the wobbles to vary by the entered amount, from 0px to 100px.

Smooth: Varies the smoothness of the wobble, from 0% (sharp) to 100% (smooth).



The effect of **Wobble**.



Selecting the **Wobble** effect in Freeway Pro (left) and Freeway Express.

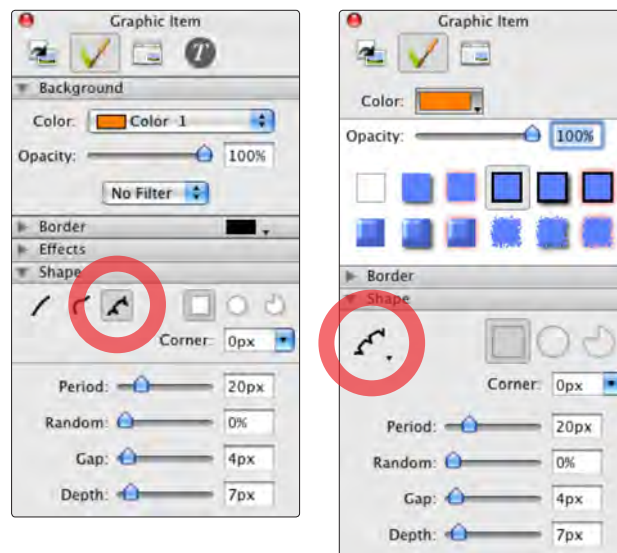
Crack

Period: The distance between each crack, from 0px to 100px.

Random: Makes the cracks appear at random depths.

Gap: Varies the gap between cracks, from 0px to 100px.

Depth: Varies the depth of the cracks, to a maximum of 100px.

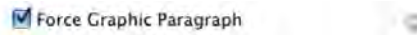


Selecting the **Crack** effect in Freeway Pro (left) and Freeway Express.

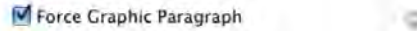
Paragraph attributes

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 behavior as the behavior of those tags will be the same as the paragraph tag. The most obvious example are the <p> and <h#> tags.

Force Graphic Paragraph

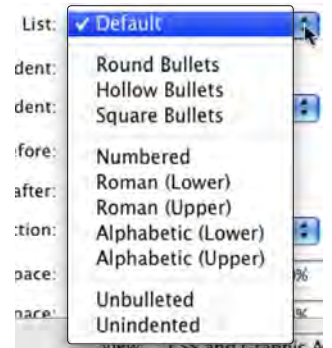
There will be times when you want a graphic style to be applied to a whole paragraph of text, or that you want to force the creation of a paragraph. Setting this attribute lets you do this. Note that the graphic text will still be rendered as an image, and not as HTML text.

Align

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.

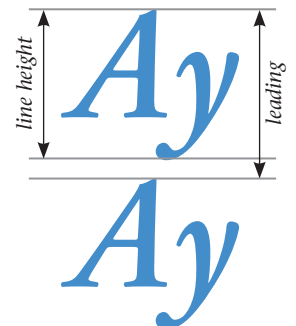
List

This lets you create list styles that can be applied to list items. Note that list styles will not have any visible effect unless they are applied to list items. (See page 84 for list styling.)

**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*.

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*).

Word Space

Word space: Graphic 

This allows you to control the spacing of words in your text. 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 FW Pro only

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 during the early design stages.

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 FW Pro only

The power of styles is that you can change a lot of effects 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.

Working with styles FW Pro only

Note: Freeway Express does not support custom styles.

When working with formatting options, it is useful to note that attributes fall into two categories:

- **Character attributes** such as font and size—which can apply to a run of text of any length, even to a single character.
- **Paragraph attributes** such as alignment and interlinear spacing (and also font attributes)—which apply to entire paragraphs.

In Freeway, you can apply attributes directly to selected text, but this can be slow and tedious work if there are several attributes applied to similar pieces of text that appear throughout a document.

To save time and effort, a set of attributes may be saved as a style, and applied in one step to any piece of text that you want to look this way. Applying styles to text gives a consistent look to your document.

For more information about using styles in Freeway, see *What are styles?* on page 153.

Freeway generates styles on the fly as you work, which saves you the effort of creating your own styles from scratch. Freeway also offers both character-level and paragraph-level styles, so that you have all the advantages of styles for words and individual characters as well as entire paragraphs.

Basic concepts about styles

This section introduces the basic concepts you'll need to understand for working with styles.

Methods of creating, applying, and changing styles

There are several ways of working with styles in Freeway:

- You can alter the character and paragraph attributes of an individual run of text, using either the **Text** panel of the **Inspector palette** or the **Styles** menu. Each time you alter a text attribute using one of these methods, a new temporary style is created in the **Styles & Colors palette**. New styles are only created for unique sets of attributes.
- If you apply the same set of attributes to two runs of text, Freeway will use the existing style.
- You can change the definition of an existing style, using the **Edit Styles** dialog box, and therefore alter the appearance of all text in the document that currently uses that style.
- You can change the appearance of selected text by applying a different style from the **Styles & Colors palette**.
- You can define a completely new style using the **Edit Styles** dialog box and then apply it to text using the **Styles & Colors palette**.

The Styles & Colors palette FW Pro only

The **Styles & Colors palette** shows you which styles currently exist within a document and which ones are applied to selected text. You can also use the **Styles & Colors palette** to apply different styles to text.

The **Styles & Colors palette** contains some predefined styles: **em**, **h1**, **h2**, **h3**, **p**, and **strong**. These are default CSS tags and styles. You can edit these styles if you wish. For a discussion about these default styles, see *Freeway's default styles* on page 155.

Styles can be either temporary or permanent. Every time you change a character or paragraph attribute in a run of text, a temporary style is created. This style only exists while it is in use (applied to one or more text runs). If the text is deleted or the attributes changed, the style is removed.

For example, if you type a word and then change its font, you'll create a temporary style called "style1". If you then change the font size of that word, "style1" will disappear and you'll create a new "style2".

However, you can make a style permanent so that it remains in the document, regardless of whether it is currently in use. Temporary style names appear in plain text in the **Styles & Colors palette**, while permanent style names appear in bold.

HTML and graphic text styles FW Pro only

The formatting attributes available differ somewhat for HTML and graphic text. When defining a style, you may select HTML or GIF attributes. However, taking a style defined with one set of attributes for export in one format and setting it to export as the other format will lead to different results—only the attributes relevant for the export format already chosen for the text will be applied.

[No Style] and other default styles FW Pro only

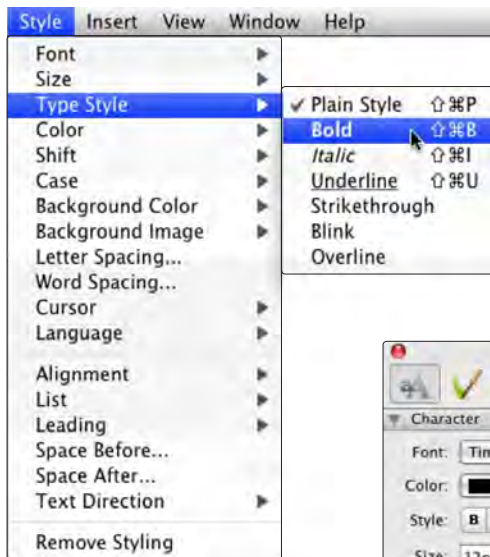
In a new document, you'll see **[No Style]**, **em**, **h1**, **h2**, **h3**, **p**, and **strong** listed in the **Styles & Colors palette**.

When you first type text into a new document, it has **[No Style]** applied to it, although the style is not highlighted in the palette. Because it has no character or paragraph attributes set explicitly by the user, it draws its attributes from the Default style. Generally speaking, it is best to leave this style set to the defaults in the **Document Setup** dialog. (See *Freeway's default styles* on page 155.)

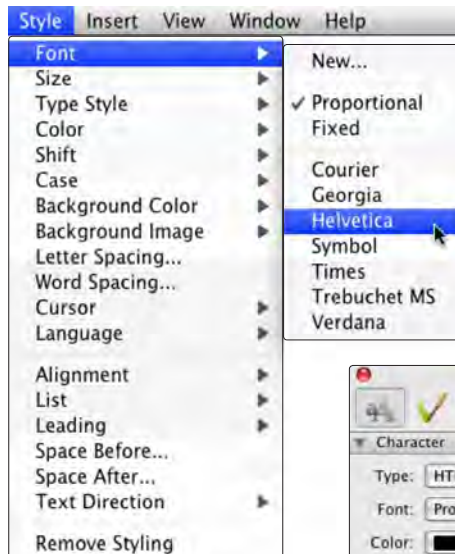


Character and paragraph styles FW Pro only

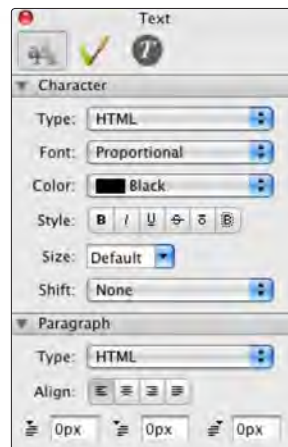
You can create both character and paragraph styles. Character styles contain attributes, which can be applied to an individual character, for example, font, size, style, and color. Paragraph styles include attributes such as alignment, leading (the vertical space between lines) and indents and are shown in the **Styles & Colors palette** with the “¶” symbol.



Basic graphic text styling can be applied using the **Inspector palette** (see right). More comprehensive letter and paragraph attributes can be found under the **Style** menu when a run of text is selected.



Basic HTML text styling can be applied using the **Inspector palette** (see right). More comprehensive letter and paragraph attributes can be found under the **Style** menu when a run of text is selected.



The **Text panel** on the **Inspector palette** and the **Style** menu show you some of the character and paragraph attributes for HTML and GIF text. The **Edit Styles** dialog box offers controls for the full range of character and paragraph attributes (see *Creating a style* on page 171 for more information about the **Edit Styles** dialog).

If you have applied a character style to part of a paragraph and a paragraph style to the paragraph as a whole, you will see both styles highlighted in the **Styles & Colors palette** when the text is selected.

Applying a style FW Pro only

The **Styles & Colors palette** displays all the styles currently in use within a document. Once you have created a style, you can apply it to other text:


1. Select the text to which you want to apply the style.
2. In the **Styles & Colors palette**, click on the name of the style you want to apply.

If you highlight a text run that has more than one style applied to it, all the styles will be highlighted in the **Styles & Colors palette**. To apply one style to a run of text, select the text and then click on a style name in the **Styles & Colors palette**. You can click either on one of the already highlighted styles or a completely different one.

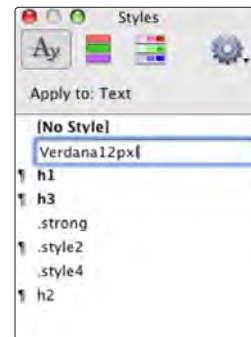
Note: If the **Styles & Colors palette** is not currently visible, open it by choosing **Styles** from the **Window** menu. The **Styles & Colors palette** will show the predefined Default styles with every new document.

Renaming a style FW Pro only

You may want to change style names to make them easier to identify. To rename a style:

1. In the **Styles & Colors palette**, **Control**-click on the style you wish to edit and choose **Edit Style...** from the contextual menu, or choose **Edit Styles...** from the  menu to open the **Edit Styles** dialog box.
2. Enter a new name for the style in the **Name** text field.
3. Click **OK** to close the **Edit Styles** dialog box.

You can also **Alt**-click on the name of the style in the **Styles & Colors palette** to highlight the existing name—type the new name and press the **Return** key to accept the change. Style names can only contain letters and numbers; other characters are not permitted. Any spaces you type will automatically be removed because they are “illegal” CSS code.



Removing styles from a run of text FW Pro only

You can remove all current styles applied to run of text:


1. Select the text run.
2. Click on **[No Style]** in the **Styles & Colors palette**.

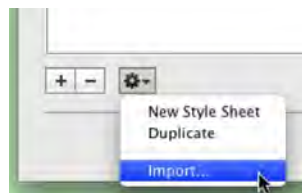
Freeway removes all style attributes and reapplies the default style attributes.

As it is possible to apply styles to items and pages as well as runs of text in your document, you may find the **Styles Inspector** gives more control over which styles are removed. For more information on using the **Styles Inspector**, see page 174.

Importing styles FW Pro only

You can import the permanent styles defined in a different Freeway document. The styles will be imported as a new style sheet:


1. Choose **Styles...** from the **Edit** menu.
2. Click on the  menu at the bottom of the dialog box, and choose **Import...**
3. Locate the source document (the one from which you want to import styles), select it and click **Open**.

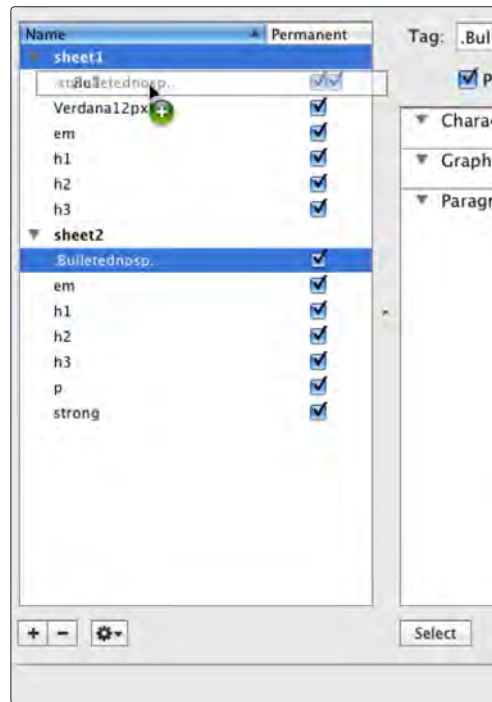


To import permanent styles from another Freeway document, use the **Import...** command in the **Edit Styles** dialog.

Freeway imports all the permanent styles from the selected document into a new style sheet.

4. You can now drag styles from the new style sheet into the existing style sheet.

Dragging makes a copy of the styles, leaving the originals in the imported style sheet. Once you have moved the styles you want, you can choose to delete the imported style sheet by selecting its name in the list and clicking the  button at the bottom of the **Edit Styles** dialog.



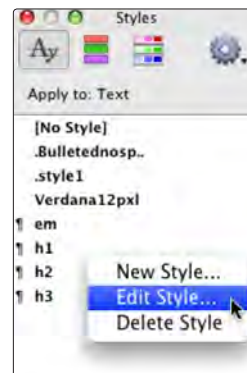
Imported styles can be dragged into the current main style sheet.

5. Click **OK** to close the **Edit Styles** dialog box.

Making a temporary style permanent FW Pro only

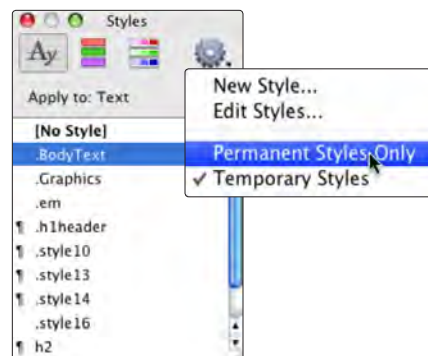
A permanent style is always displayed in the **Styles & Colors palette**, regardless of whether it is currently in use. To make a temporary style permanent:

1. **Control-click** on the temporary style name in the **Styles & Colors palette**. This opens the **Edit Style** dialog for the selected style.
2. Select the **Permanent** box in the **Edit Style** dialog box.
3. Give the style a new name, if you wish. Click **OK** to close the **Edit Style** dialog box.




Hiding and showing temporary styles FW Pro only

The list displayed in the **Styles & Colors palette** can show either permanent styles only, or both temporary and permanent styles. To change the list of styles displayed, click on the **Styles & Colors palette** menu and choose either **Temporary Styles** or **Permanent Styles Only**.

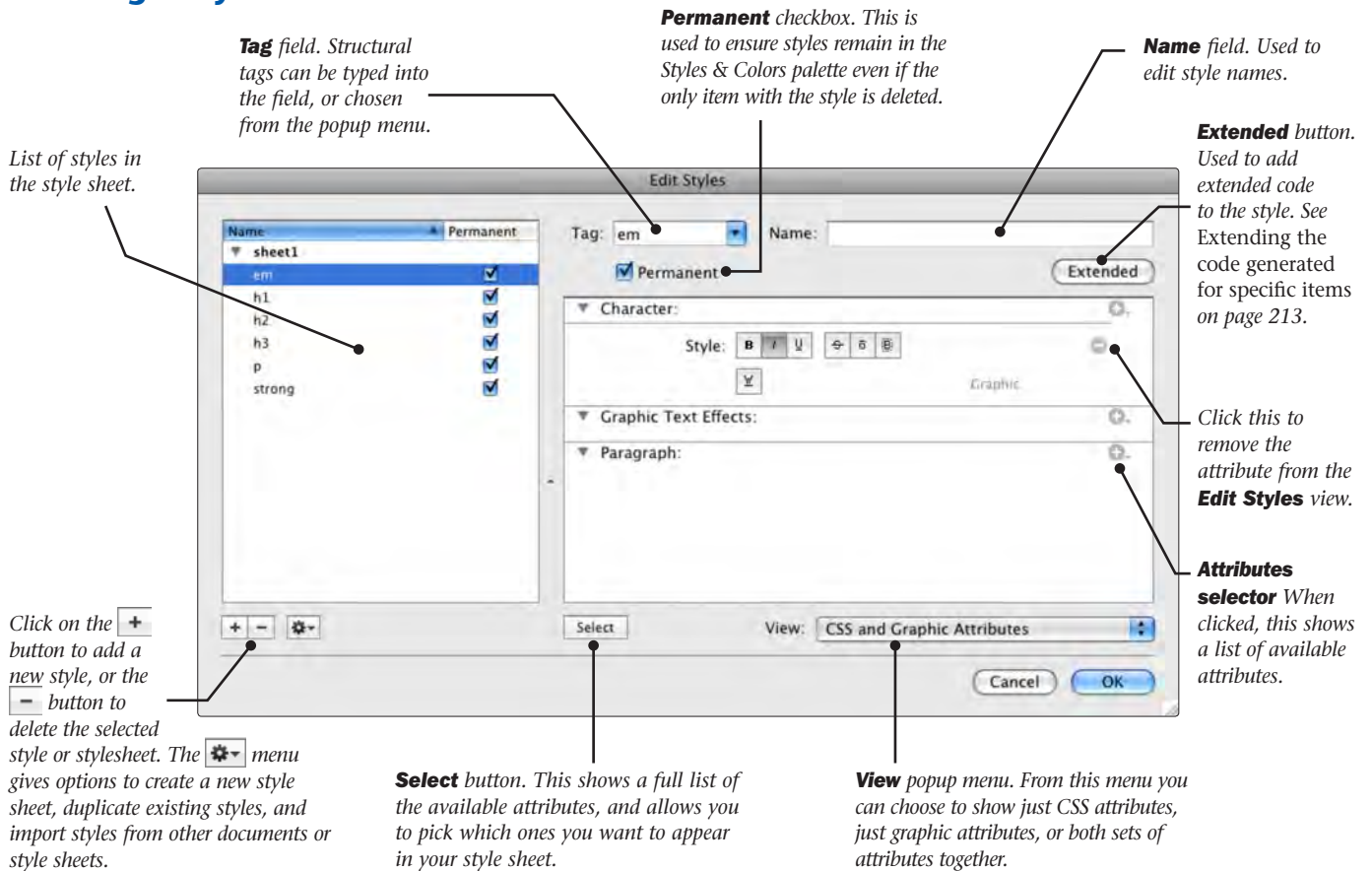


Working with the predefined styles FW Pro only

You can alter and work with these styles or ignore them and use only the styles you create and name yourself. To change the predefined styles:

1. Choose **Edit Styles...** from the **Styles & Colors palette**  menu.
2. The **Edit Styles** dialog opens.
3. Select the style you wish to edit from the *sheet1* list on the left.
4. Make the changes to the attributes as you wish.
5. Click **OK** to confirm your settings and close the **Edit Styles** dialog box. The chosen attributes will now be applied whenever you choose the style you have edited.

Creating a style FW Pro only



A practical example is perhaps the best way to show how styles in Freeway Pro work. First, set up your document. The size doesn't matter for the purposes of this example, so let's choose one of the standard settings: XHTML 1.0, 800px by 600px.

Before you do anything else, choose **Styles...** from the **Edit** menu. This will show the **Edit Styles** dialog.

Since we want to work with HTML text for this example, choose **CSS Attributes** from the **View** popup menu in the bottom right corner. This will hide any references to graphic text from the **Edit Styles** dialog and make it easier to set up the attributes you want.

Click on the **+** button at the bottom left of the dialog. This adds a new style to the list, called "style1". You will notice that, at the moment, the new style has no attributes.

Click the **Select** button at the bottom center of the dialog window. This changes the main view to show a list of all the attributes you can add to your new style. In this case, we will choose just the basic **Character** attributes for **Font**, **Size**, and **Color**, and **Paragraph** attributes of **Align**, **Leading**, **Space before**, and **Space after**. You may need to scroll down the window to see all the of attributes. Once you have clicked all the required checkboxes, click the **Select** button once more to return to the main dialog window.

You will see that the attributes you selected have been added to your style, but they are still default settings. Set the attributes as follows:

- Font** Verdana
- Size** 11px
- Color** Black
- Align** Left
- Leading** 100%
- Space before** 6px
- Space after** 0px




Give the new style a name.

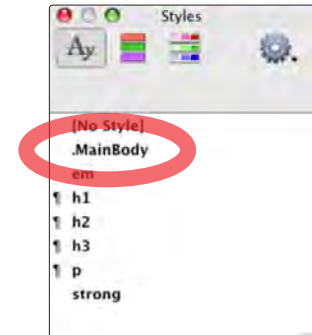


Type “MainBody” into the **Name** field at the top right. Click **OK** to close the **Edit Styles** dialog.

Note: If you type a style name with spaces, Freeway will automatically remove them. This is because space characters are not legal for CSS titles. Other illegal characters include quote marks and apostrophes.

Open the **Styles & Colors palette** from the **Window** menu. You can also open it by clicking and holding the **Inspector button** at the top right of the **Toolbar**, or typing **Alt-Command-y**. Click on the **Document Styles** icon  at the left of the palette to show the styles in your document.

Your new style appears in the list. Because it includes paragraph attributes, it is marked with a pillcrow (¶). Styles that only contain character attributes do not have this symbol, for instance the predefined styles of “em” and “strong”. The new style’s name also has a full point at the start. This is a standard CSS naming convention, and is handled automatically by Freeway as you create styles.



Note: Please also refer to Styles Inspector on page 174.

Using the style

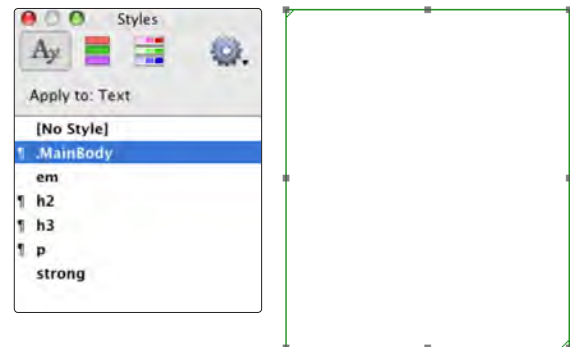
The most obvious way we can use this style is to draw an HTML item, type some text into it, select all of the text, then click on the style in the **Styles & Colors palette**. There is nothing wrong with this method, and it has served Freeway users—and many DTP application users—well for many years. However, Freeway Pro can use the style in a couple of ways that can make your life easier. Let’s explore them.

Applying a custom style to a CSS item

1. Draw an HTML item box on the page.
2. While the box is still selected, click on the *.MainBody* style.
3. Enter some text in the box.

The text you have entered has adopted the *.MainBody* style, instead of appearing in the default Times that is set in Freeway’s **Document Setup** dialog.

Although the style is applied to all the text entered into the box, local formatting can be applied, such as bold and italic (using **strong** and **em**, for example). You can also apply other paragraph and character styles to selected text, for example to create headings and so on.



Applying a custom style to a page

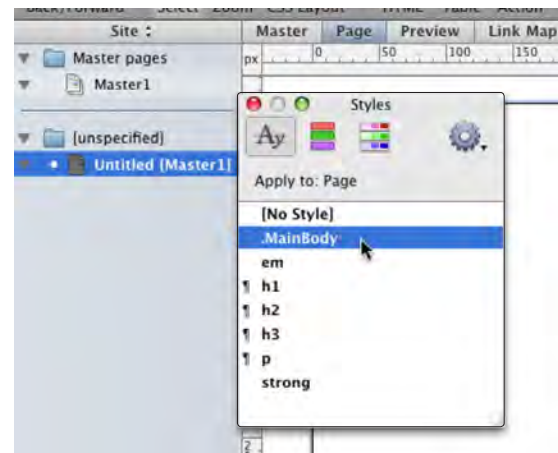
While applying a style to an item, as in our previous example, is a useful trick, you have to apply it to each individual item on your page. You can also apply a style to the whole page.

1. Select the page in the **Site panel**, so that it is highlighted.
2. Click on the *.MainBody* style in the **Styles & Colors palette**.

You will note that the text on the **Styles & Colors palette**, just below the icons, changes to read “Apply to: Page”.

3. Now draw an HTML item box and type some text into it. The box appears to have already acquired the style.

So, applying a style to the page means that every HTML item box you draw will automatically have the correct style. In CSS terms, you have created a *class*. You can also still apply local formatting as you work.



Power Tip: Applying a class style to your page allows for quick formatting of tabular material. A table will automatically acquire the main body style as it is drawn.

Using tags for accessibility FW Pro only

See also *Freeway's Default Styles* on page 155.

Using our example document, we shall now look at adding structural tags to our styles.

Creating a header style

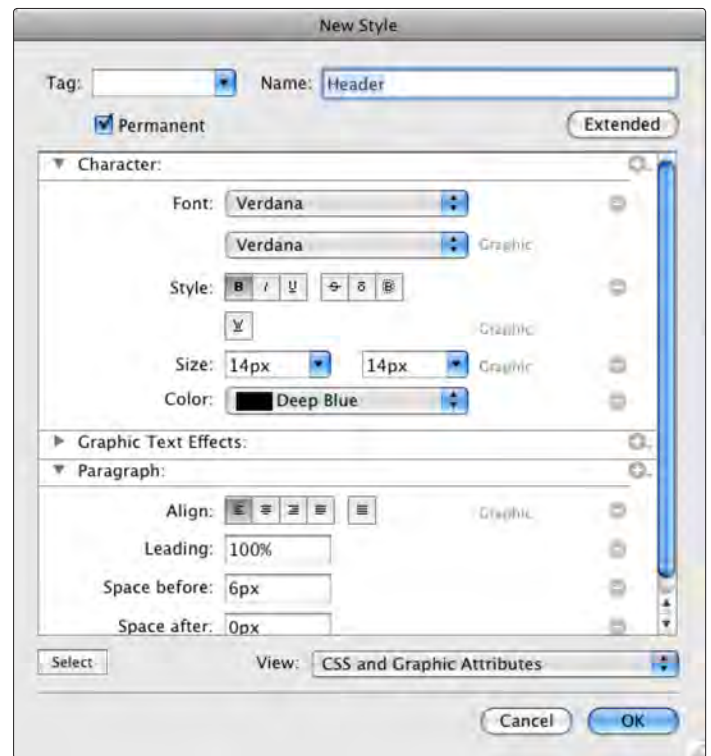
1. From the **Styles & Colors palette**  menu select **New Style...**
2. Set the character and paragraph attributes as follows:

The blue in this example was chosen from the web-safe palette, and given a custom name.

3. Give the style the name "Header" and click OK.

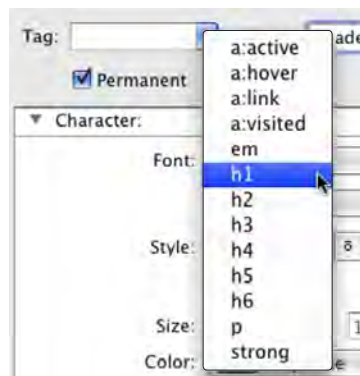
The new style appears in the **Styles & Colors palette**.

Now we have two custom styles in the **Styles & Colors palette**. Both styles can be used right away, but they don't really provide any clear indication of the structure of your page to a screen reader, or a browser not capable of displaying the style as intended. To overcome this, we can assign structural tags to our styles.



Adding tags

1. From the **Edit** menu, choose **Styles...**
2. Select the *Header* style created earlier, and choose **h1** from the **Tag** field popup menu.



3. The Header style is renamed to reflect the tag that's been added to it.



Nothing obviously happens to the style on your Freeway page, or in a browser. However, an extra tag has been added to the HTML output:

```
<h1 class="Header">Header</h1>
```

The `<h>` styles (see also `<h>` styles on page 156) are tags which define headers in CSS. This helps to format your page if a browser is not able to read the style sheet. `<h1>` is the largest header style.

It is also worth considering applying the `<p>` tag to the `.MainBody` style.

Overriding the page style

An overall body text style applied to your page can be a real time-saver as you work. It means that you don't have to apply the style to each box as you draw them. Sometimes, however, you might need to use a different style in a box, such as a pull quote or navigation box.

In this example, we duplicated the original `.MainBody` style, renamed it, and edited the attributes so the font color is white. The style has been applied to the blue HTML box. If the `.MainBody` style was edited at a later date, perhaps to change the font size or paragraph spacing, the blue box style would not be affected.

Power Tip: An alternative—and powerful—method of providing a “base” style which affects your whole web site design is to customize the predefined `<p>` style. Edit the style using the **Edit Styles** dialog box to add font, size, color, paragraph attributes, etc. When you draw an HTML item anywhere in your design it will automatically assume the settings of the default `<p>` tag.

Header

This HTML box has automatically acquired the style “.MainBody” from the style applied to the page.

Header

This HTML box has been given the style “.AltBody”, which overrides the page style.

Learning more

As you can see from this brief outline, Freeway Pro allows some complex styles to be built and used in your designs. The purpose of this section was to give a quick glimpse of some of the powerful ways CSS can be harnessed in Freeway. CSS is a much larger subject than we can comfortably cover in this Reference, so here are some web sites which will allow you to learn more.

To learn more about CSS and XHTML, visit <http://www.w3schools.com> and <http://www.alistapart.com/>

Styles Inspector FW Pro only

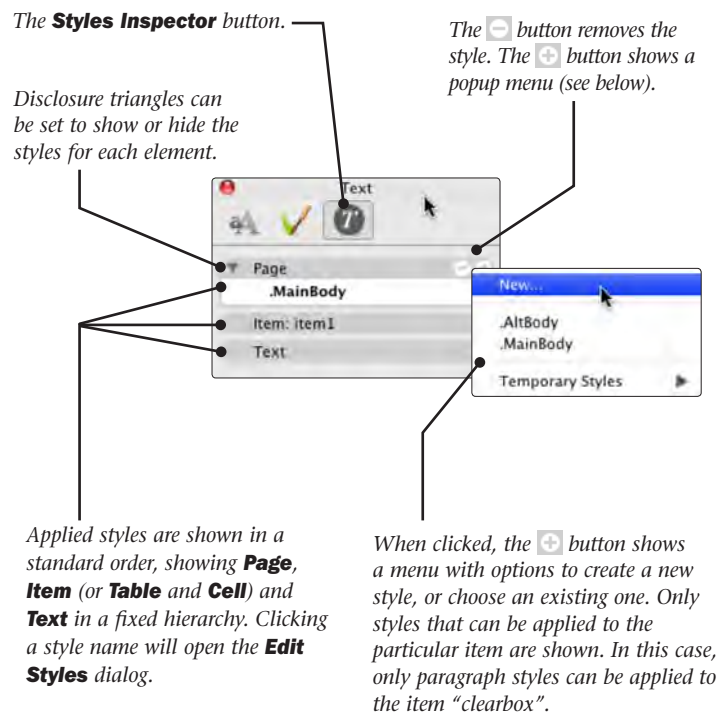
With Freeway Pro's ability to apply text styles to pages and items, as well as to text, it can be a little overwhelming when trying to work out which style has been applied to what and where. The **Styles Inspector** gives an easy-to-follow hierarchical overview of where CSS styles have been applied in your design.

The **Styles Inspector** is a panel that appears in the **Inspector palette**. Depending on what is currently selected, it gives a hierarchical list of page elements, and styles that have been applied to those elements. To describe the **Styles Inspector's** functionality, we have shown the **Styles & Colors palette** alongside the **Inspector palette**, together with items on a page.

Note: See also *What are Styles?* on page 153, and *Working with Styles* on page 167.

Note: Freeway Express does not support the saving of custom styles. The **Styles Inspector** is a Freeway Pro feature only.

Anatomy of the Styles Inspector

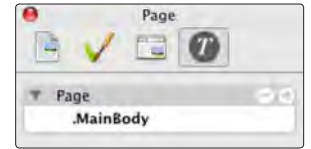



Page level styles

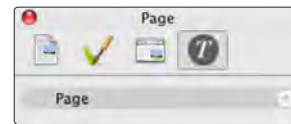
With a page selected in the **Site panel**, the paragraph style “.MainBody” has been selected in the **Styles & Colors palette**. With no items selected on the page, the **Styles Inspector** shows **Page**, with the currently applied style shown in the list.

The  button allows the style to be removed from the page.

The  button, when clicked, shows a popup menu that allows a style to be applied from the currently available list. Choosing **New...** from the menu opens up the **Edit Styles** dialog so a new style can be created.




If no style has been applied to the page, then the section shows just **Page** and the  button.

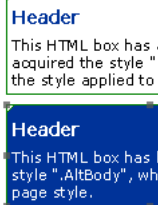
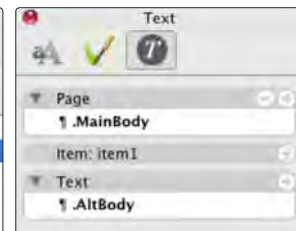
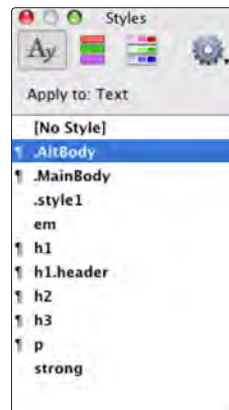



Item level styles

Selecting an item changes the **Styles Inspector** display to show any style applied to that item. This information appears below the **Page** section.

The  button allows the style to be removed from the item.

The  button, when clicked, shows a popup menu that allows a paragraph style to be applied from the currently available list. Choosing **New...** from the menu opens up the **Edit Styles** dialog so a new style can be created.



If no style has been applied to the item, then the section shows just **Item** and the  button.

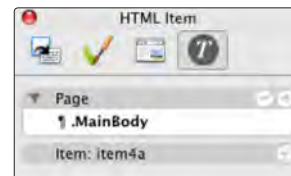




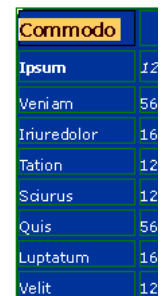
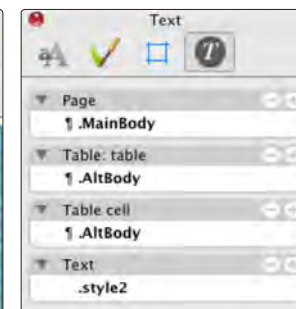
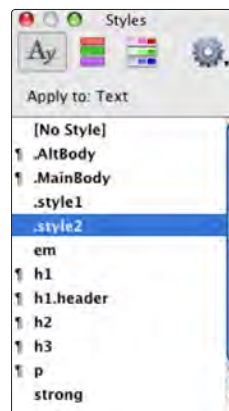
Table styles

Selecting a table or table cell changes the **Styles Inspector** display to show any styles applied to that table or cell. This information appears below the **Page** section.

The  button allows the style to be removed from the item.

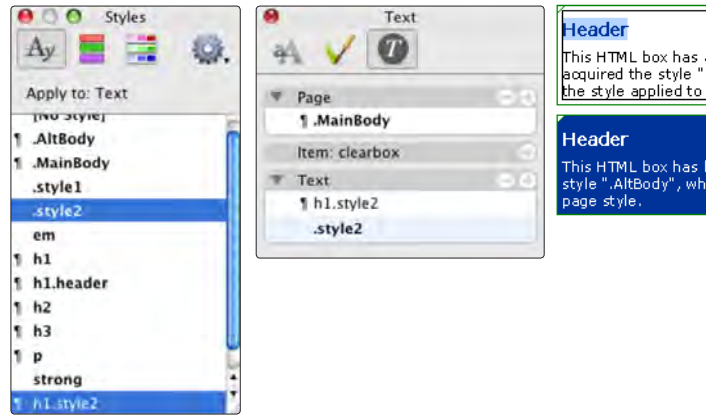
The  button, when clicked, shows a popup menu that allows a paragraph style to be applied from the currently available list. Choosing **New...** from the menu opens up the **Edit Styles** dialog so a new style can be created.

If no style has been applied to the table or cell, then the section shows just **Table** or **Table Cell** and the  button.



Text level styles

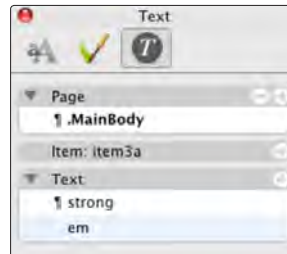
Selecting some text in an item adds a further **Text** section to the **Styles Inspector**. This information appears sequentially below the **Page** and **Item** sections.



The button allows the style to be removed from the selected text.

The button, when clicked, shows a popup menu that allows paragraph or character styles to be applied from the currently available list. Choosing **New...** from the menu opens up the **Edit Styles** dialog so a new style can be created.

If both paragraph and character styles have been applied to the selection, both styles will be displayed in the **Styles Inspector**. Permanent paragraph styles show a ¶ (paragraph symbol) and the style name in bold type; temporary styles are shown in plain type. Styles are listed with the most recently applied at the bottom of the list.



If no style has been applied to the text, then the section shows just **Text** and the button.

If the selected text has more than one style applied, the **Text** section lists all the styles affecting the selection, listed in the order that they will appear in the output HTML code.

If there are different runs of styled text within the selection, then it is not possible to produce a single list of styles that reflects the output. Instead, the **Styles Inspector** displays **Mixed Styles** in gray text at the bottom of the **Text** panel. Styles that apply to the whole selection will be listed as usual. For example, in the illustration above, the selected text has the “global” style of *.AltBody*, and “mixed styles” of *em*, *strong* and *.style1*.

If you wish to remove the mixed styles from the selection, hover the mouse cursor to the right of the gray text, and click on the that appears. This action will remove the mixed styles, leaving the base style of the selection in place.

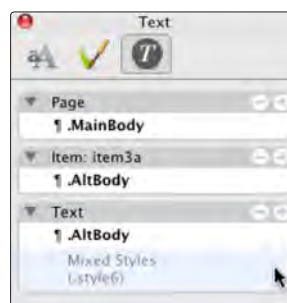


Header

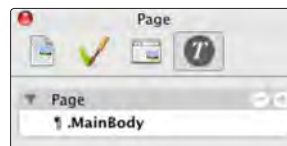
This HTML box has automatically acquired the style ".MainBody" from the style applied to the page.

Header

This HTML box has **been** given the style ".AltBody", which overrides the page style.

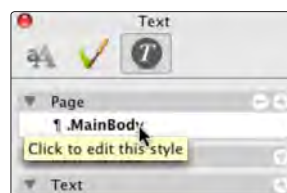


If a style is applied to a master page, the **Styles Inspector** displays the “inherited” style enclosed by square brackets on every page based on the master page. This also applies to items, tables, and table cells on master pages.



Editing styles

By clicking the name of a style listed in the **Styles Inspector**, Freeway will open the **Edit Styles** dialog.



Working with tables

In Freeway, tables are a powerful means of organizing and presenting tabular (rows and columns) information correctly and easily. Tables are quite useful for presenting such content as price lists, schedules, product features and the like. They can also be advantageous for designing complex forms, where form control items (see *Working with forms* on page 198) and text must be carefully arranged.

A table consists of a collection of rectangular “cells”, laid out side by side to form rows and columns. When you create a table in Freeway, you will be asked to specify the number of rows and columns you want the table to contain. Once you have created a table, you can adjust the width and height of the cells in the table, join cells, enter text and place inflow graphic items or form control items. Tables within Freeway are classified as HTML items, which means that they behave in a similar manner to HTML text boxes, pass-through graphics, or form controls. Just like form controls in Freeway, tables can't have other items in front of them, and they can cause graphic items behind them to be cut up, unless they are layered items (*Freeway Pro only*).

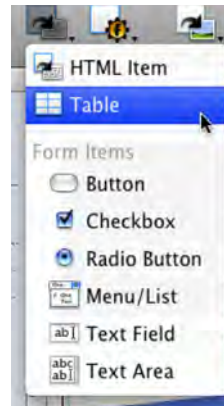
When you first create a table, all the rows will be the same height and all the columns will be the same width. Once you have created a table, you can then resize the individual rows and columns as you wish within the overall dimensions of the table. You can add or remove rows or columns at any time.

Like other HTML items, the vertical height of a table on your page may vary when the page is viewed in a web browser; this is because browsers may have different default text sizes. Using tables in complex layouts requires the same care as the use of HTML text boxes or form controls, as they can expand and potentially cause items on your page to break or shift when the page is viewed.

In addition to the number and relative sizes of the rows and columns in the table, you can also control other aspects of how the table is displayed. These include the presence and thickness of a border between the table cells, fill color to be applied to the table or cell background, and the vertical alignment of the contents of the cell. You can also choose to merge two or more adjacent cells in a table into a single cell, which gives even more flexibility in presenting and arranging the information contained in your tables.

Creating tables

Tables may be created in Freeway using the **Table** drawing tool or by choosing the **Insert Table...** command from the **Insert** menu. Using either method, you will be asked to specify the number of rows and the number of columns that you wish your table to contain.



In Freeway Express, left, choose the **Table tool** from the **HTML Item** drop-down menu in the **Toolbar**.



In Freeway Pro, the **Table tool** can be found on the **Toolbar**, and in the **Tools palette**, right.

Creating a table using the Table tool

To draw a table using the **Table tool**:

1. Select the **Table tool** in the **Toolbar** or **Tools palette**.
2. Click and drag diagonally on the page to define a rectangular area. This area defines the size and position for the new table.
3. In the **Insert Table** dialog which appears, enter numeric values for the number of rows and columns you wish the new table to contain, and set the border, cell spacing, and cell padding attributes as you wish, and click **OK**. You can change the number of rows or columns, and the border, spacing, and padding settings using the **Inspector palette** at a later stage if you wish.



A new table will appear in the area you defined by dragging with the **Table tool**. The rows and columns are evenly spaced to fit the size of the table.

Note: Freeway Express does not have a **Tools palette**.

Creating a table using the Insert menu

Using the **Table...** command on the **Insert** menu, you can create a table as an inflow item in an existing HTML box. To do this:

1. Draw an HTML box, and click inside it to get the text insertion cursor.
2. Choose **Table...** from the **Insert** menu. The **Insert Table** dialog will appear.
3. In the **Insert Table** dialog which appears, enter numeric values for the number of rows and columns you wish the new table to contain, and set the border, cell spacing, and cell padding attributes as you wish, and click OK. You can change these settings at a later stage if you wish.

A new table will appear at the insertion point, with the rows and columns evenly spaced to fit the size of the table. The starting size of the inserted table will vary depending on the number of cells, the width of borders, spacing, and padding.

Power Tip: Using this technique you can insert a table into the cell of an existing table, if you so wish. See Importing content into tables on page 185.

Note: The **Insert Table** dialog defaults to a table of two rows and two columns, with **Border** and **Cell** spacing of 5px. If you change these settings, Freeway will remember them for all new tables you draw, even when you quit Freeway.

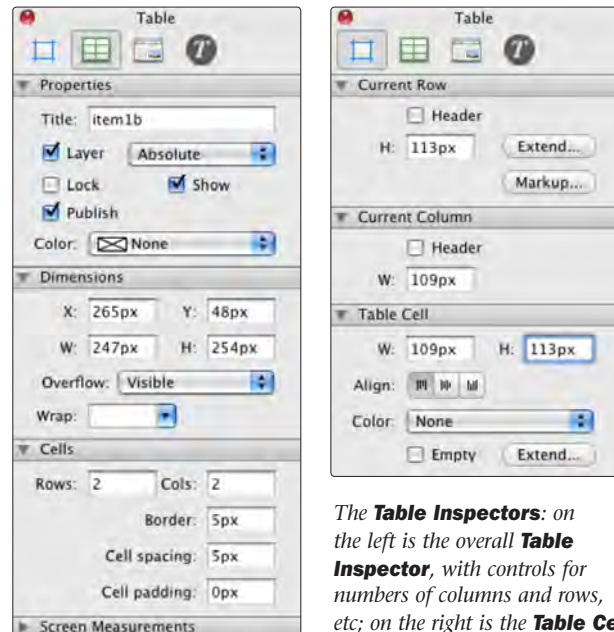
Modifying tables

There is a variety of options that can be specified for tables and their cells. To access most of these, Freeway offers two panels in the **Inspector palette**—the **Table General** panel and the **Table Cell** panel. The **Table General** panel is available whenever you're working with tables.

The **Table Cell** panel is available whenever you're working with table cells or their contents. There are also commands related to working with tables on the **Item** menu.

You can control the following options for tables:

- Position
- Size
- Number of rows and columns
- Cell, row, or column sizes
- Border widths
- Cell spacing
- Cell padding
- Cell and table background color
- Join/split cells
- Vertical alignment of cell contents



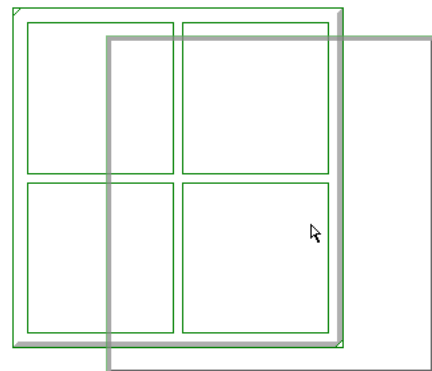
The **Table Inspectors**: on the left is the overall **Table Inspector**, with controls for numbers of columns and rows, etc; on the right is the **Table Cell Inspector**, giving control over cell size and content, etc. (Both are Freeway Pro; Express is similar.)

Positioning tables

Tables can be moved and positioned like other independent objects on the Freeway page either by dragging with the mouse or numerically using the **Inspector palette**.

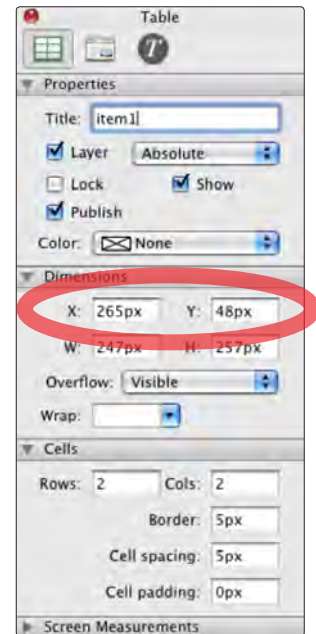
To position a table using the mouse

1. Using the **Selection tool**, point to the border of the table or a cell until the cursor changes to a hollow pointer.
2. Click and drag to move the table to a new position. A solid outline indicates the position of the table while you are dragging it, and the **Item General** panel in the **Inspector palette** will display the coordinates of the table as you drag it around the page.



To position a table numerically using page coordinates

1. Select the table.
2. In the **Item General** panel in the **Inspector palette**, use the **X** and **Y** values to enter the offset across and down from the top left corner of the page to the top left corner of the table. You can press the **Tab** key while you are editing to move between fields in the **Inspector palette**, and press **Return** when you are finished to accept the changes.



Resizing tables

Tables may be resized by dragging with the mouse or by entering a new width and height using the **Item General** panel in the **Inspector palette**. It isn't possible to resize a table smaller than its contents.

It's important to note that many of the actions performed on individual rows, columns, or cells in the table may also affect the overall size. For example, the right column or bottom-most row may be resized by dragging the right or bottom edge of the table and this will affect the size of the table as a whole.

To resize a table using the mouse

1. Select the table by **Alt-Command**-clicking on a cell so that the table's selection handles appear.
2. Using the **Selection tool**, point to a handle so that the cursor becomes a tail-less black pointer.
3. Click and drag to resize the table. All the rows and columns in the table will be resized in proportion.

To resize a table using numeric values

1. Select the table.
2. In the **Item General** panel in the **Inspector palette**, use the **W** and **H** values to enter new width and height for the table. You can press the **Tab** key while you are editing to move between fields in the **Inspector palette**, and press **Return** when you are finished to accept the changes.

Selecting table cells, rows, and columns

When working with cell background color or when joining and splitting cells in your table, you first need to select the cells with which you wish to work. In addition, when joining cells which have different content or background color, you need to be able to specify which cell's settings are retained.

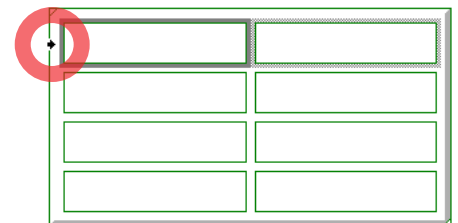
Freeway allows you to select one or more cells in the table, even if the selected cells are not adjacent or touching.

When selecting more than one cell, the first cell selected is marked as the "master" cell in the selection. If performing the **Join Cells** command, it is this cell whose settings and content will be used as a basis for the new span (see *Joining and Splitting Cells* on page 184 for more explanation).

When more than one cell is selected, the master cell is shown using a thick gray outline, and the rest of the cells in the selection are denoted by a lighter gray outline.

Freeway also allows you to select entire rows or columns quickly by clicking at the top or left-hand edge—a small solid arrow is displayed to show that when you click, a row or column will be selected.

This table's top row has been selected, and shows the master cell with the solid gray border. Note the small solid arrow used to select complete rows or columns.



To select a cell

Using the **Selection tool**, click on the cell you wish to select. You can move the cell selection using the **Tab** and arrow keys.

To select two or more cells

1. Using the **Selection tool**, click on the first cell you wish to select.
2. Now, hold down the **Shift** key and click on the second and subsequent cells to be added to the selection. The cells do not need to be adjacent. You can also use **Shift** with the arrow keys to extend the selection to adjacent cells.

Note: If you wish to remove a selected cell from the selection, **Shift**-clicking again will deselect it while retaining the selection of any other cells.

1	a	f	k	p
2	b	g	l	q
3	c	h	m	r
4	d	i	n	s
5	e	j	o	t

To select an entire row or column

1. Move the mouse over the top of a column or the left-hand edge of a row until the cursor changes to a small solid arrow.
2. Click to select the row or column.

You can also select multiple rows or columns: With one row or column selected as above, hold down the **Shift** key and select another one. The selections may or may not be contiguous or connected (for instance, you can select the 2nd and 5th rows of a table, or any others, for quickly deleting or applying formatting to the cells or their contents). The selection need not be only rows or columns—you can also have multiple rows and columns selected simultaneously.

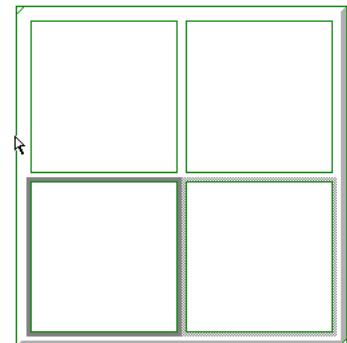
Note: Any cell spans (that is, two or more cells that have been joined) will be selected only if they start in that row or column.

1	a	f	k	p
2	b	g	l	q
3	c	h	m	r
4	d	i	n	s
5	e	j	o	t

To select the table

1. Click on any cell to select it.
2. **Alt-Command**-click to select the table that contains it.

You can also select a table by positioning the mouse cursor arrow over the edge of the table border. When the cursor turns to a hollow pointer, you can click to select the table.



Adding and removing rows and columns

You can add or remove rows or columns at any time. To change the number of rows and columns, edit the settings in the **Cells** panel of the **Item General** panel in the **Inspector palette** or directly insert or delete rows and columns at a particular point in the table. Table cells, however, cannot be deleted.

When using the **Inspector palette** to edit the number of rows and columns for the table, rows and columns are added or removed at the lower and right hand edges of the table.

When using the **Insert** commands from the **Table** submenu in the **Item** menu, Freeway displays a dialog for the user to choose where to insert the desired row or column.

To change the overall number of rows and columns in the table

1. Select the table and view the **Table Cell** panel in the **Inspector palette**.
2. Using the **Rows** and **Cols** options, enter the number of rows and columns you wish to have. You can press the **Tab** key while you are editing to move between fields in the **Inspector palette**, and press **Return** when you are finished to accept the changes. The table will be updated to reflect your changes, and if any rows or columns need to be added or removed, this will be done from the bottom right of the table outwards.

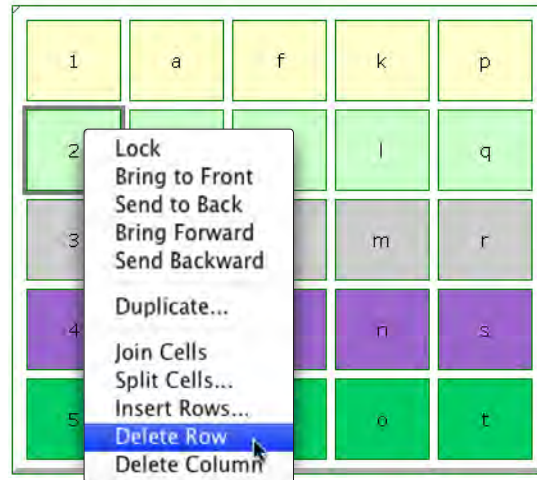


Deleting one or more rows or columns

You can easily delete specific rows or columns within a table in two ways, depending on whether you select the entire row or column, or a cell within a desired row (the latter method only applies to rows).

Follow the above steps for selecting rows and columns. With your targets selected, press **Backspace**.

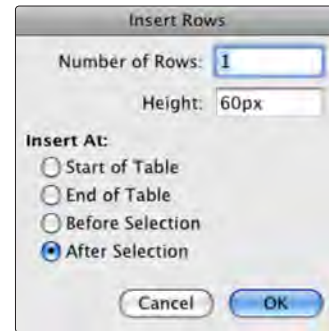
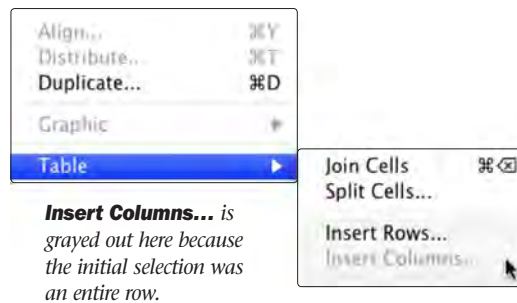
If you have selected a single cell, you can also delete the row or column to which the cell belongs by choosing **Delete Row** or **Delete Column** from the **Table** submenu in the **Item** menu, or by **Control-clicking** and choosing **Delete Row** or **Delete Column** from the contextual menu.



Use the contextual menu to quickly access table editing commands.

Adding rows and columns

1. Select the table, a cell, or a range of cells in the table.
2. From the **Table** submenu on the **Item** menu, choose **Insert Rows** or **Insert Columns** as appropriate. You may find that one or more of these options is unavailable, depending on the current cell selection—for example, if you have an entire row selected, you will not be able to insert a column, and vice versa.
3. Freeway displays a dialog that allows you to choose the number, size and location of the columns or rows to be created. Click **OK** once you have made your choice.
4. The new row or column is added.

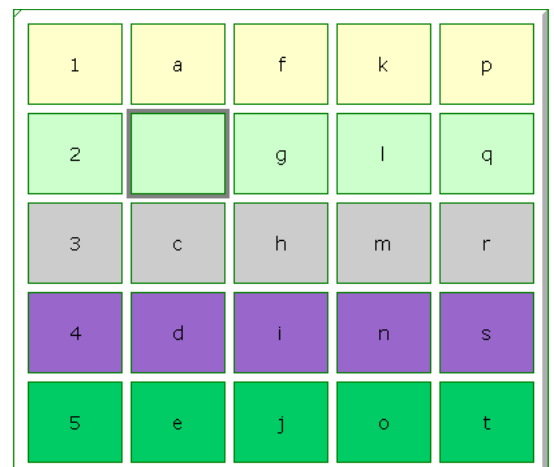


Power Tip: You can quickly create a new row or column by following these steps:

- 1 Begin dragging the border between two rows or columns (as described in Resizing rows and columns on page 182)
- 2 Press the **Alt** key as you continue to drag
- 3 Release the mouse, then release the **Alt** key
- 4 A new row or column will be added

Deleting cell content

To delete the content of cells, rows, or columns, select them and choose **Delete Content** from the **Edit** menu or type **Command-b**. All cells will retain formatting such as their fill color, etc.

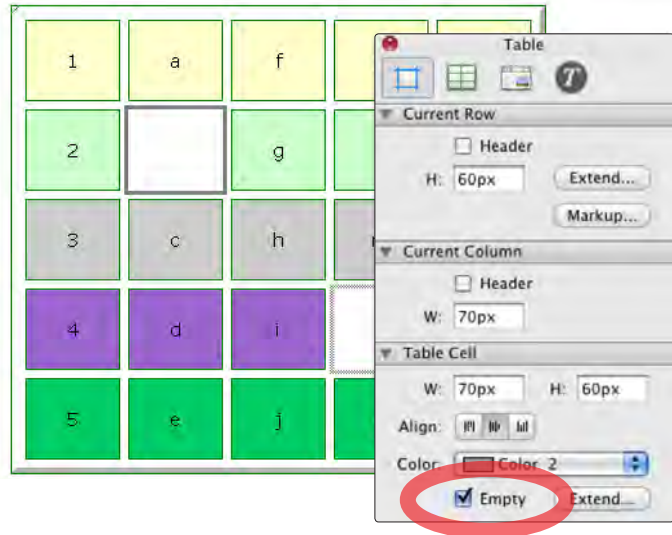


Empty cells

In HTML, table cells may be defined as “empty”, which means that no cell is displayed at all at that location in the table—this is different from an ordinary cell that simply has no content. For example, empty cells do not display the border if one is applied to the table. You can select any cell or cells and set them to be empty cells, causing any existing content to be discarded.

To set a cell to be empty

1. Select one or more cells in the table.
2. In the **Table Cell** panel of the **Inspector palette**, select the **Empty** checkbox. Any existing content will be deleted, and the cell will show as a blank area in the table.
3. To recreate a cell, click with the **Selection tool** where the cell should be and deselect the **Empty** checkbox in the **Inspector palette**. Clicking twice with the **Selection tool** where the cell should be, and then entering content will also recreate a cell. Local formatting will be retained, such as font size and styling, content positioning, and cell background color.



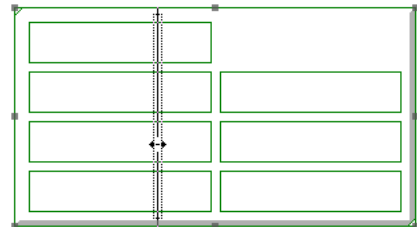
Resizing rows and columns

When you resize a row or a column using the mouse, you can choose whether the adjacent row or column has its size changed to preserve the current table size or is simply repositioned.

You can also specify the size for rows and columns using numeric values.

To change the widths of rows or columns using the mouse

1. Using the **Selection tool**, point to the border between two rows or columns so that the cursor changes to the resizing shape \leftrightarrow .
2. Click and drag to reposition the border and resize the row above or the column to the left, as appropriate.



The adjacent row or column will be repositioned.

Note 1: Dragging a divider up or to the left will cause the table to shrink. Dragging down or to the right will cause the table to grow. You can cause the adjacent row or column to be resized, instead of repositioned, by holding down the **Command** key after you have begun to drag, and releasing the key after releasing the mouse button.

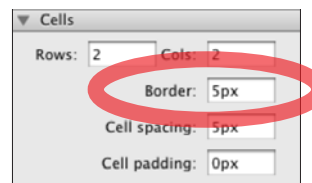
Note 2: Rows and columns have a minimum size when empty and cannot be made smaller. If cells contain text, they cannot be made smaller than the size required to hold the text. When a cell contains an inflow item, the cell contents will overflow if the cell is too small to display the entire item.

Changing table borders

When a table is displayed in a web browser, it can be shown with three-dimensional beveled borders around the edges of the cells and the table. You can turn this border on or off and specify its thickness. By default, all new tables created in Freeway are given a border with a 5-pixel thickness, unless you set the border to 0px when you created the table.

To change the table border

1. Select the table.
2. In the **Inspector palette**, enter a new numeric value in the **Border** field in the **Cells** panel and press **Return**.



To remove the table border

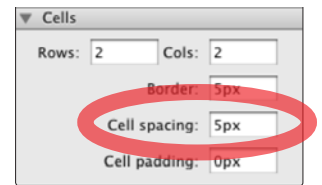
1. Select the table.
2. In the **Inspector palette**, enter 0px in the **Border** option in the **Cells** panel and press **Return**.

Changing cell spacing

The cells in each row and column may be separated by a certain amount of space—this is called the cell spacing. By default, this spacing is set to 5 pixels when new tables are created in Freeway, unless you set the spacing to 0px when you created the table. Changing this option for the table will cause the overall dimensions of the table to change.

To change the cell spacing

1. Select the table.
2. In the **Inspector palette**, enter a new numeric value in the **Cell spacing** field in the **Cells** panel and press **Return**.



To remove the cell spacing

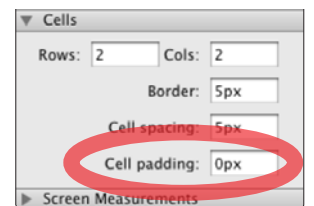
1. Select the table.
2. In the **Inspector palette**, enter 0px in the **Cell spacing** field and press **Return**.

Changing cell padding

Within each table cell, you can specify an offset between the inside edge of the cell and the content of the cell. This offset is called cell padding. When new tables are created in Freeway, cell padding is set to 0px by default.

To change the cell padding

1. Select the table.
2. In the **Inspector palette**, enter a new numeric value in the **Cell padding** field in the **Cells** panel and press **Return**.

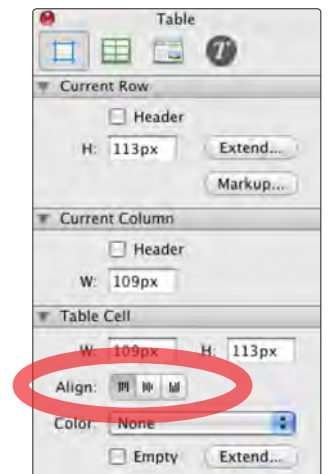


To remove the cell padding

1. Select the table.
2. In the **Inspector palette**, enter 0px in the **Cell padding** field and press **Return**.

Changing cell alignment

The contents of table cells can be top-, middle-, or bottom-aligned using the **Align** buttons in the **Table Cell** panel of the **Inspector palette**.



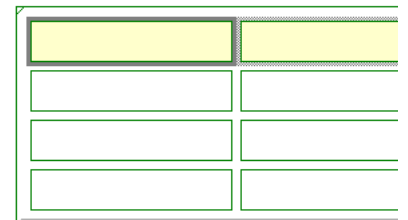
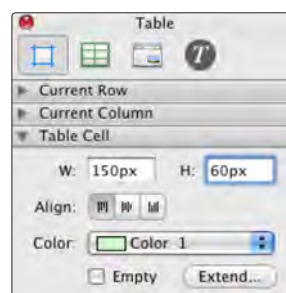
Applying color

You can apply a colored fill to the background of the table or to individual cells.

To apply color

1. Select the table or a run of one or more cells.
2. Choose the color you wish to apply from the **Table** or **Table Cell** panel in the **Inspector palette**, or as appropriate or from the **Styles & Colors palette**.

Note: Freeway Express does not support the saving of custom colors. You can choose the background color for a table or cell by choosing **Other...** from the **Color** popup menu, then choosing the color you want from the Mac OS X Color Picker.

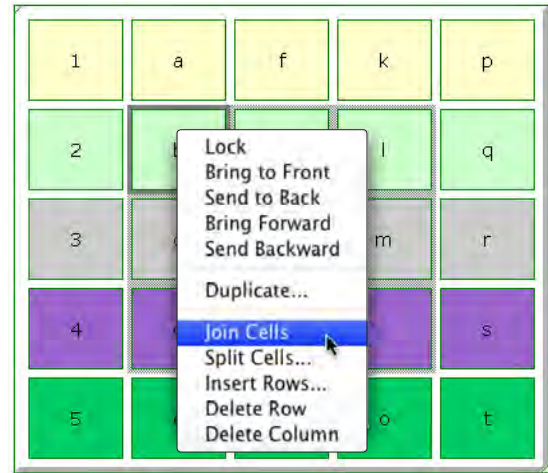


Joining and splitting cells

It is possible to combine two or more cells in order to define a single new cell that spans two or more rows or columns. Cells created in this way are called spans and can be used to create headings across the table or to group categories of cells together. Spans can be split back into an appropriate number of cells if desired.

To join two or more cells

1. Select two or more cells as described in *Selecting table cells, rows, and columns* on page 179. The first cell selected will be the target cell for the selection, and it is the content and settings of this cell which determine those of the new span cell which will be created.
2. Choose **Join Cells** from the **Table** submenu on the **Item** menu, **Control**-click and choose **Join Cells** from the contextual menu, or press **Alt-Backspace**. The cells will be combined into one new cell, with the content and settings of the target cell in the original selection.

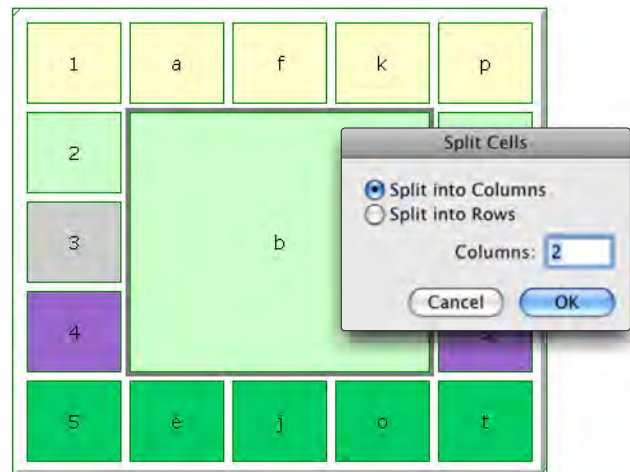


To split a cell

Note: If the cells in the original selection were not adjacent cells in the same row or column, then Freeway will create a new span cell which fits the rectangle defined by the outermost cells in the selection.

To split a cell, select it and choose **Split Cells** from the **Table** submenu of the **Item** menu. In the **Split Cells** dialog box, choose the number of new cells you wish the selected cell to contain and whether you want to split it horizontally or vertically, then click **OK**.

If splitting the cell will create an entirely new row or column, the cell will be split into equal parts. However, if the cell being split was created by joining cells initially, the original divisions will be recreated if the number of cells you specify matches the original number of cells.



Formatting text across table cells

Freeway can format text in a table as a whole, and in several table cells at the same time, although it isn't possible to highlight text in more than one cell at a time. Select the actual cells containing the text you want to format by **Shift**-clicking on each one, then apply the formatting you want.

See also *Styles on items: Tables* on page 158.

To apply a style to a table FW Pro only

Applying a style to a whole table means that all cells in the table will use the chosen style. You can still apply local styling to individual cells or their text content.

1. Select the table, as already described.
2. Choose the style you wish to apply from the **Styles & Colors palette**.

See also *Using the style: Applying a custom style to a CSS item* on page 172.

Power Tip: Applying a "global" style to a page in Freeway Pro is a useful way to avoid a lot of repetitive clicking to apply styles to items. Applying a "local" style to a table can override the global style. See *Using the style: Applying a custom style to a page* on page 172.

Note: Freeway Express does not support custom styles, and does not have a **Styles & Colors palette**.

Copy/pasting table data

You can copy/paste cell selections between tables in your documents.

1. **Shift**-click to select the cells you wish to work with.
2. Choose **Copy** from the **Edit** menu.
3. Select a cell in a destination table and choose **Paste**.

Note: If, when pasting copied cells, the table you're pasting into needs to be resized to accommodate the pasted information, Freeway will show a warning dialog box. Be careful when choosing from the options in the warning dialog, because if a page is enlarged to accommodate the growing table, other design elements may be adversely affected.

Importing content into tables

Table cells behave much like HTML text boxes and are primarily intended to contain numeric or text content. If you wish a table cell to contain a graphic or other content such as multimedia, you need to create an inflow item in the cell to contain this.

It is possible to insert an HTML item, graphic item, another table, as well as Action and Markup items into a table cell. These options will be described later in this section, but we'll start with adding text content to a table.

Adding text

You can add text to a table cell by typing, pasting, or importing.

When you add text, you are adding it to a single cell at a time. However, there is a way of importing delimited text into multiple cells. When you import tab-, comma-, or space-delimited text into a table cell, Freeway will automatically put each delimited entry into a separate table cell. Each line of text in the original text file becomes a separate row. When creating the text file for import in this way, individual entries can be separated by putting tab characters, spaces, or commas between them in the original text file.

Adding text into a table cell

Click inside a table cell using the **Selection tool** to create a text insertion point. To add text:

- Type the text you want to add; or
- Paste text from the clipboard; or
- Use the **Import Text...** command on the **File** menu.

As you add text into a table cell, it will wrap at the edge of the cell onto a new line. If no more lines of text will fit in the table cell, the cell will grow downwards to accommodate the text. This will normally cause the entire row to grow.

To import delimited text into a table

1. Create a text file in a word-processing document, using commas, spaces, or tabs to delimit each entry on a line.
2. Create a table.
3. Click using the **Selection tool** to create a text insertion point in the first table cell which you wish to hold the content from the text file.
4. Choose **Import Text...** from the **File** menu, choose the type of delimited text from the **Import** popup menu, then locate the text file you wish to import. Click **Open**.

Freeway will import the contents of the file into your table. Freeway will automatically put each delimited entry into a separate table cell and each line of text into a separate table row. If additional rows or columns are required, Freeway offers the option of creating them or truncating the imported content.

Note: The file needs to be saved as a text file, with a `.txt` extension. If an RTF file is imported, Freeway reads the rich text formatting data that is normally hidden.

To import graphic content into a table cell

1. Click inside a table cell using the **Selection tool** to create a text insertion point.
2. Choose either **Graphic Item** from the **Insert** menu to insert an inflow item.
3. **Command**-click twice on the new item to select it and then choose **Import...** from the **File** menu.

Power Tip: If the graphic item is too wide, it will overflow the table. In that case it is best to first draw a graphic box on the page, import the graphic and then resize the box to fit it by pressing **Shift-Command-d**. Select and **Copy** the graphic item, then click on the table cell in which you'd like to place it, and **Paste**. You can then resize the width of the column to accommodate the item. Setting the height of the cell to 0 will cause the row to fit snugly against the item.

To import pass-through content into a table cell

1. Click inside a table cell using the **Selection tool** to create a text insertion point.
2. Choose **HTML Item** from the **Insert** menu to insert an inflow item.
3. **Command**-click twice on the new item to select it and then choose **Import...** from the **File** menu.

Note: If imported image is too large to fit the inflow box, a diagonal cross will show in the box. Making the box fit the content may force the table to grow with unpredictable results. In most cases it may be best to import a pass-through image into an HTML box drawn elsewhere on the page, copying it and pasting it as an inflow item, as described earlier. See To import graphic content into a table cell.

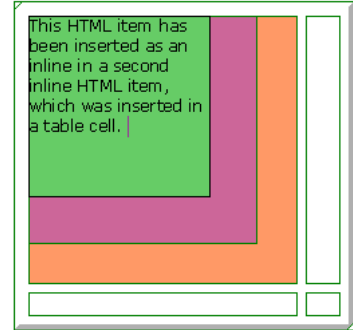
To import other content into a table cell

1. Click inside a table cell using the **Selection tool** to create a text insertion point.
2. Choose the preferred content type from the **Insert** menu (table, Action, or Markup) to insert an inflow item.

Note: *Inflow Actions and Mark-up items work the same in table cells as when they are imported into normal HTML boxes. To find out more about Actions, see the Freeway Knowledgebase online. To find out more about Markup items, see Adding markup code in Freeway on page 212.*

Nesting inflow items

It is possible to insert inflow items within inflow items, both in tables and within other items, with no real limit to how many can be nested in this way. While nesting items like this opens lots of possibilities in terms of layout and control of items on the page, remember there are often several, perhaps better, ways to create such layouts in Freeway.



Working with frames

Frames

Frames can enhance the performance, navigation, and branding of your site when used well, but they can be unsightly and confusing for the visitor when used inappropriately. It is important to be aware that frames also have some unique disadvantages compared with presenting your site without frames.

What are frames and frameset pages?

Frames are essentially a different way of viewing individual HTML pages in a web browser. When viewing HTML pages normally (that is, without frames) a single HTML page is viewed in a single browser window. If you wish to view two HTML pages together, each must be viewed in its own browser window.

However, with frames, a single browser window may be used to view two or more HTML pages at the same time, by using commands to split the window into two or more parts. The parts created by splitting the window are called frames and each frame then holds a single HTML page.

A simple use of frames is to make a navigation bar along the side or top of your site and a main frame for the content. So if your content is long and requires scrolling, for instance, the navigation bar will always be available.

The way it commonly works is that the user clicks on a link in the navigation bar and the linked page appears in the main frame. Basically, frames are just containers for your web pages.

To define how the browser window must be split and what HTML pages should be displayed in each part, a special kind of HTML page is used, called a frameset page. When viewed in a frames-capable web browser, this page displays no content of its own, but is simply used to define the way in which the window is split into frames, and which further HTML page should be displayed in each frame to begin with. This information is called the frameset definition.

Once you have defined your frameset, you have a single container for your web pages. It's then just a matter of using Freeway to define your links so that when the user clicks on a link, the page opens in the intended frame.

The frameset page defines the number and orientation of the frames to be created in the browser window, as well as information about how each frame should behave. You can define:

- Whether a border is to be displayed between frames, and if so, what its width will be.
- Whether frames are to be a fixed-width, or a width proportional to the actual width of the browser window.
- Whether to show scroll bars if there is more content than can be displayed at a particular size.
- Whether a frame can be resized interactively by the web site visitor.

Here is a summary of Frames terminology:

Frame: Part of a browser window which has been split to display two or more HTML pages at the same time.

Frameset: The container for two or more frames. Framesets may be nested within each other to create complex structures.

Frameset page: An HTML page which contains one or more framesets.

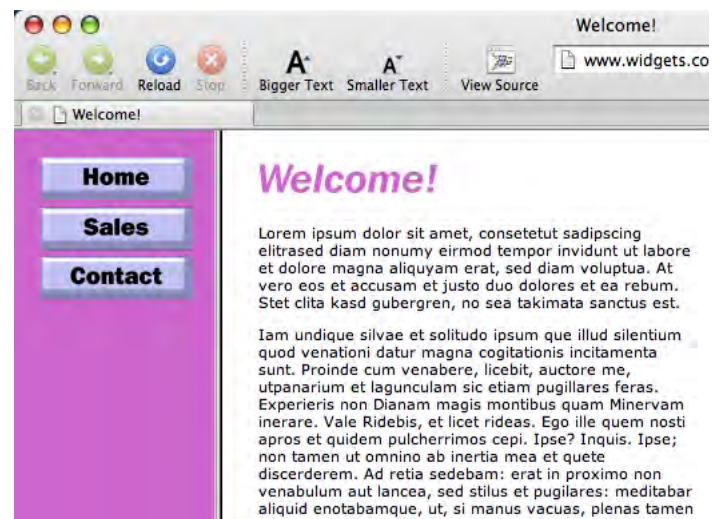
Source : The page that is displayed within a frame when the frameset page is viewed in a web browser.

The frameset page may also contain content to be displayed by web browsers that cannot display frames. This is called *Noframes content*, and it will never be seen by the majority of visitors who will be using frames-capable browsers. It is important to display some basic content to allow people who aren't using frames-capable browsers to contact you. You might want to link them to a separate, non-frames version of your site.

Linking within frames

When the user follows a link contained in a frame, the default behavior of the browser software is to load the new page into the same frame as the link. This is usually the correct thing for it to do, but there are important cases when something different should happen. Examples of when this may not be appropriate are when links point to external web sites or when separate frames are being used for navigation and displaying content.

To allow the necessary control over this, there are two other important ideas which are related to the use of frames; the naming of individual frames, and the ability to target a link to load the new page somewhere other than the frame in which the link appears.



Using link targeting, you can tell the browser that, instead of replacing the content of the frame containing the link, the new page should appear somewhere else—such as in a different frame in the same window or a new window altogether—or replace the entire content of the current browser window.

In order to load the new page into a different frame in the same browser window, you need to be able to tell the browser which frame is to be the “target” of the link. To permit this, you can give any frame a unique name so that it can be identified.

Once you have named a frame, you can specify that name as the target when you specify links. You can specify a unique target for every link you create. However, to save time and effort when several links on a page all need to be targeted the same way, it is possible to set a “base target” option for the page containing the links. If this is set, all links on that page without individual link targets should load into the given target frame.

Benefits of using frames

As mentioned initially, good use of framesets can enhance site performance, navigation, and branding. They can also make site maintenance easier, and be used to solve certain layout problems.

Faster Performance

When separate frames are used for displaying navigation or site-branding elements distinguished from the content of the site, it can sometimes make a site considerably faster to browse. This is because the elements that are the same from page to page no longer have to be unloaded and reloaded as new content pages are visited. Content pages become smaller and less complex as a result and therefore download and render more quickly.

Easier Navigation

When navigation links and content are contained on the same page, this can make it harder for visitors to navigate, especially if pages scroll vertically so that the navigation links disappear out of sight. Using a separate frame for navigation links ensures that even when scrolling in the content frame occurs, the visitor never loses their navigation controls.

Branding

As with navigation, when branding elements such as company name and logo are contained within a separate frame from the content, frames ensure that these elements are always kept in sight—reinforcing the corporate identity and the user’s sense of where they are. When placing advertising banners on a web site, the same benefits apply if they are set in their own frame—the advertiser’s message is kept in constant view, which makes the advertising space more effective.

Easier Maintenance

Using separate frames for navigation, branding, and content makes it easier to maintain a web site. The pages that lie behind such frames act in the same way that master pages do in desktop publishing and in Freeway documents, so that elements which repeat throughout the site can be created once and subsequently reused. For maintenance thereafter, changes need only be made in one place, instead of on every page.

Layout Advantages

When constructing a site using frames, they can be used to solve certain layout problems that may cause difficulty otherwise. Examples are:

- True vertical and horizontal centering of page elements within the browser window.
- Cropping of page background images to a specific size.
- Using different page background colors within different areas of the browser window.
- Using different link colors within different areas of the browser window.

Disadvantages of using frames

Although the benefits of using frames can be great, they can be time-consuming to create and work with, especially at first. They may also be confusing to beginners. There are other disadvantages too that must be understood and weighed against the benefits.

Frames—in depth

Using frames to construct a site goes against some of the theoretical principles underlying the development of the web as an information space. One leading commentator on the web is a strong critic of the use of frames—read Jakob Nielsen’s views about how “Frames suck most of the time” at: <http://www.useit.com/alertbox/9612.html>. Also: <http://www.apptools.com/rants/framesev11.php>.

You may also want to consider iFrames. More information about using iFrames (supported by third-party Actions in Freeway Pro and Express) can be found on the Softpress Knowledgebase (<http://www.softpress.com/kb/questions/210/>). Other sources of information about frames and iFrames can be found on these links: <http://www.webmonkey.com/2010/02/iframe/> http://www.webmonkey.com/2010/02/Floating_Content_in_I-Frames/

Please be aware that these links are not aimed at the visual designer, and contain a lot of HTML mark-up code.

Browser support

Frames were originally a proprietary extension to the HTML language, which became popular with users and web site designers long before there was any formal recognition of them in the HTML specification.

Statistically speaking, at the time of this writing, almost everyone who visits your site will be using a frames-capable browser of some sort. Studies indicate that between 95–100% of visitors to most sites are using a frames-capable browser.

However, it's worth remembering that in some browsers, it is possible to turn off the display of frames using the browser preference options. This means that even someone using a frames-capable browser may not be able to see your frames site if the display of these has been turned off (whether by accident or intentionally).

Visitors who aren't using a frames-capable browser at all may include people using text-based or PDA-based web browsers, and visually impaired people using speaking browsers.

Web designers need to decide for themselves whether to use frames at all, provide alternate content or sites for the non-frame users, or just ignore the issue altogether, based on the kind of site they're designing and the anticipated audience.

It often helps to see what other designers have done when creating frames-based sites similar to yours. One option is to visit a few sites which are aimed at the same sort of audience as yours, and simply view the source of the main frameset page in your web browser to see if there is *Noframes content* specified. Another method would be to obtain a browser that does not support frames, and visit a selection of sites using it. Microsoft Internet Explorer Mac is probably the only browser which allows the user to set a preference to turn off frames while browsing, but is no longer available as a download from Microsoft. A large number of major sites which use frames, offer no alternative content whatsoever, without seeming to antagonize people.

Note: Older or obsolete browsers can sometimes be found on the *Evolt.org* web site: <http://browsers.evolt.org>

Bookmarking URLs

One of the great strengths of the web as an information resource is the ability to find any page you want at any time, using its unique address, the URL. However, when browsing pages through a frameset instead of directly in their own window, the browser location bar no longer displays the URL for the actual pages being browsed—rather, it displays the URL for the frameset page through which the content pages are being viewed. Bookmarking this URL after following a few links and returning to it later will restore the pages that were in view initially, not the pages that were in view when the bookmark was created, and many people find this irritating.

There are other problems related to this. In the original concept of the web, a page was a self-contained unit—it contained all the information provided by the author regarding context, links, and so on, so that when you revisited a page you had been to before, you had the same options and information available to you.

However, in a frames site where branding, navigation, and content can be split over different pages, this self-contained aspect is lost. Suppose you did manage to record the URL for the actual content page you were viewing and returned to this page at a later date; all that you would see is the content page itself, without the context of the originally accompanying frames which surrounded it. In order to see exactly what you saw the first time, you would need to start at the original frameset and proceed through the same series of links.

Print Problems

Web browsers are notoriously bad at printing web pages at the best of times, but the additional problems which result from trying to print framesets as you see them make it nearly impossible for the browser to get it right. For example, should all the frames be printed or just one? What should happen if you have more content than will fit in a frame without scrolling? What should happen if there are two or more frames with scrolling content in view at the same time?

Where visitors are likely to wish to print the page contents, experienced web publishers often provide alternate versions of the page which have been specifically designed for printing to try to get around these problems.

Search Engines

Search engines use a variety of methods for indexing a site and often have problems deciding what exactly to index in frames sites. This can result in referencing inappropriate entries. To read some real-life experiences of how one web master got on with search engines and his frames-based site, visit <http://www.eric-a-hall.com/articles/19980209.html>.

Another problem can occur if visitors enter a site through a search engine reference to one of the content pages. If branding and navigation are created using separate frames, visitors who access one of the content pages on its own may be left with no idea of which site they are on or how to navigate to other pages. For this reason, many web designers repeat a selection of important links as HTML text at the foot of every page, so that such visitors can always reach important places like the home page.

User Preference

Although many people like visiting frames sites, especially sites that use frames elegantly, there is a small but substantial group of people who dislike their use. For some of them, the dislike is a rational one, based on some or all of the reasons above; for others, it seems to be simply personal preference. It's worth remembering that not everyone may be pleased to see a new frames version of your site, despite whatever benefits it brings.

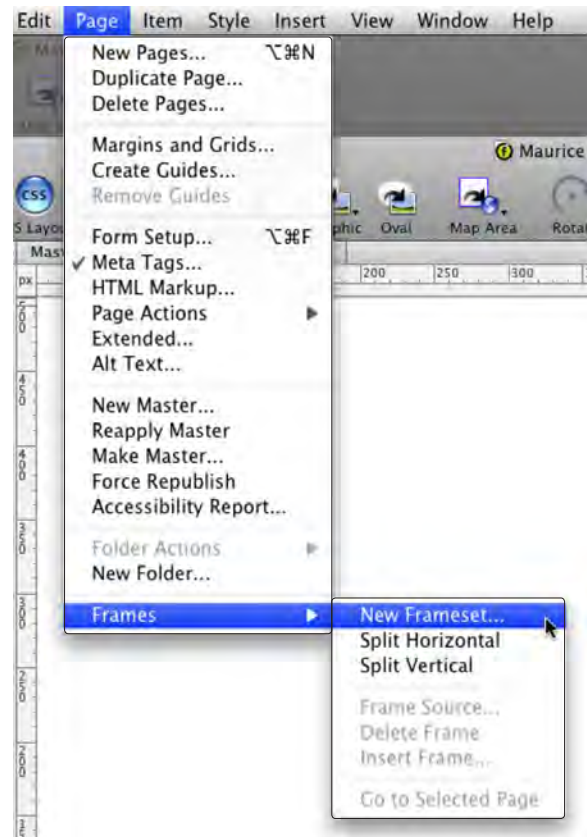
How to create frameset pages

The easiest way to create a frameset in Freeway is to use the **New Frameset...** command on the **Frames** submenu on the **Page** menu. This displays a dialog allowing you to select from a range of predefined frame layouts. A new frameset page will be created in your document. You can choose whether or not Freeway automatically creates source pages for the frames in the new frameset page.


Additionally, any page in a Freeway document can be made into a frameset page with two or more frames using the **Split Horizontal** or **Split Vertical** commands. Each frame may point to either a page in the same Freeway document or an external HTML page. The page referenced in a frame is known as the *source page* of that frame.

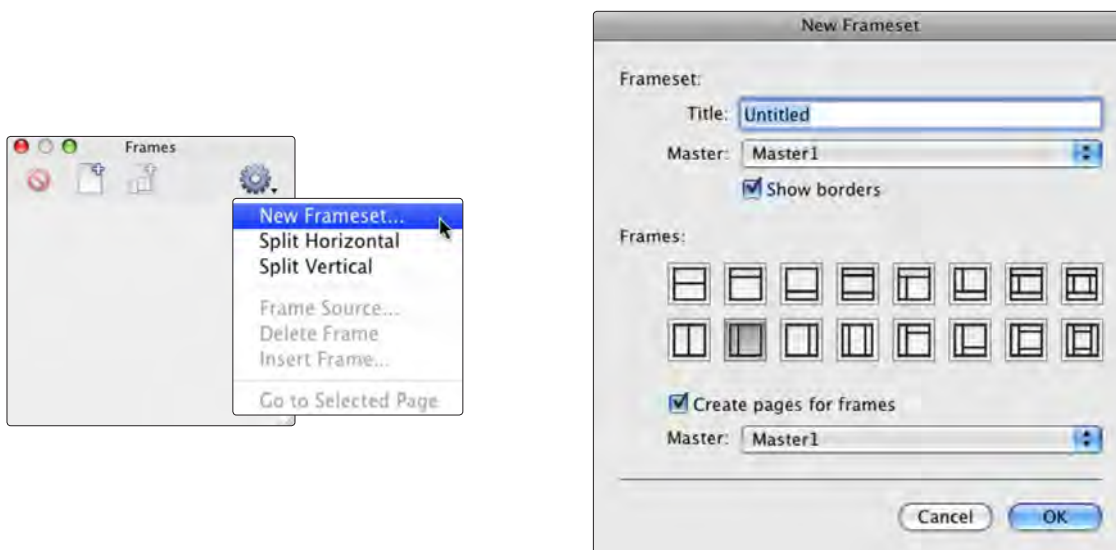
If the source page for any of the frames is not available when a frameset page is rendered in the web browser, the browser may display a dialog box containing an error message. Freeway will warn you if you publish a frameset that has unspecified source pages.

The same source page may be referenced in two or more frames in the same frameset page—this is often done, for example, when using empty HTML pages (which usually contain nothing but a page background color) as fillers in a layout designed using frames. A source page will usually be a standard HTML page, although it is possible for the source of the frame to be another frameset page (thereby creating a nested frameset) or any valid HTML object, such as a graphic or multimedia element.



Creating a predefined frameset page

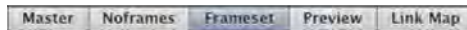
1. Choose **New Frameset** from the **Frames** submenu on the **Page** menu, click on the  menu and choose **New Frameset...** in the **Frames palette**.
2. Give the frameset a descriptive name.
3. Choose the frame layout of your choice from the selection and specify to **Show borders** if desired.
4. Enable the **Create pages for frames** option if you wish Freeway to create source pages for the frames in the new frameset pages and select a master page on which to base these.
5. Click **OK**.



A new frameset page will be created in your document with the frames named and given the most likely attributes.

Viewing Pages, Framesets, and Noframes content

Once you have defined a frameset, you no longer view a single Freeway page but rather the actual frameset on which you are working. The **Page** button near the top left of the document window is replaced by a **Noframes** and a **Frameset** button.



You can work directly in each frame as it appears in the window or you can use the **Link Map** or **Site panel** to select a page by clicking on the page's icon. If a page is selected, the **Noframes** and **Frameset** buttons revert to the **Page** button. You can return to the frameset at any time by clicking its icon in the **Link Map** or **Site panel**.

Note: *Link Map* is not available in Freeway Express.

Changing normal pages into frameset pages within a Freeway document

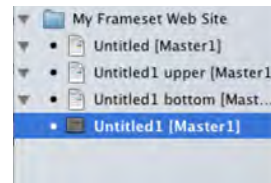
The procedure described in this section is useful if you have an existing page that you want to define as the Noframes content for a frameset. The result will be an empty frameset—each frame of which is ready to be linked with a source page. Making your existing page into a frameset is easy:

1. View the page you wish to become the frameset page.
2. Choose either **Split Horizontal** or **Split Vertical** from the **Page** menu.

The normal page outline and pasteboard will disappear and be replaced by two colored sections, dividing the area of the document window in half. These areas are the frames you have created.

If the page already contains content when it is changed into a frameset page, it is not lost in the process; and if you remove the frames from the page, the initial content will be restored. The original page contents are output in the HTML as *Noframes content*, which will not be displayed in frames-capable browsers, although it will be downloaded in the background when the page is viewed, increasing download time.

In the **Site panel**, frameset pages are differentiated from normal pages by a different icon.



*Frameset pages have a different icon to normal pages in the **Site panel**.*

Noframes content


Noframes content is displayed when a frameset page is viewed using any browser which is not frames-capable, or when a frameset page is viewed with the option to display frames turned off.

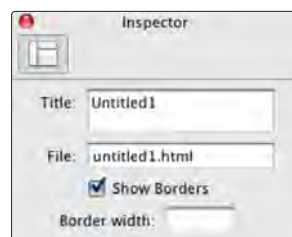
There are two ways of creating Noframes content within Freeway. First, as described above, any content on the page before it is made into a frameset page will be specified as Noframes content. Second, you may choose to edit the Noframes content by selecting the **Noframes** view button at the bottom right of the window.

Some web publishers do not designate any Noframes content at all, but this can be unfair to users of other browsers who visit your site. Without Noframes content being specified, visitors who come to your site with browsers which are not frames-capable see absolutely nothing—not even an error message.

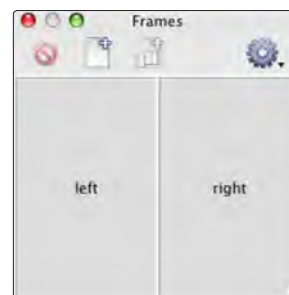
On each frameset page, you can define some Noframes content, which at the very least informs visitors without frames capability why they aren't seeing your site. It's a good idea to provide Noframes visitors with an email address and basic contact details. You may also wish to supply a list of links into the content pages of your site. This not only assists Noframes visitors, but can also help some search engines to index your site more effectively.

Options for working with frames

The necessary options for working with frames are located at the foot of the **Page** menu, in the **Inspector palette** and in the **Frames palette**  menu. Note that there is a panel in the **Inspector palette** called the **Frameset** panel, which should not be confused with the **Frames palette** itself.



Frameset General panel on the left, with the **Frames palette** on the right.



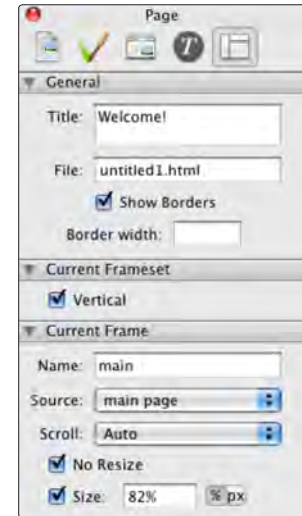
When on a frames page, the **Inspector palette** always displays the **Frameset General** panel, which has a different icon from the normal **Page General** panel. This panel allows you to give the frameset page a title, change the filename which will be generated for the page or change the width of the border between the frames in the browser window.

When working with selected frames, you may also see the **Current Frameset** and **Current Frame** panels, which contain the options for the selected frame and its enclosing frameset.

Finally, because you can edit the pages that are being displayed inside the frames on a frameset page, you will see the **Page General** panel for the page being edited in the **Inspector palette** alongside the frameset panels.

Once you have created a frameset page, you may:

- Select any frame and specify a source page for it. The source page may be another page in the same Freeway document or an external HTML page.
- Split a frame so as to contain further frames nested within it. Nested framesets contained within a frame do not need to have the same orientation as their parent frameset.
- Add more frames at the same level, creating a frameset with three or more frames. (Subsequent frames added to the same frameset must share the same horizontal or vertical orientation.)
- Change the orientation of the frames in the frameset.
- Change the border width between the frames.



Specifying an existing page to be the frame source

1. Select the frame by clicking inside it. A selection marquee will then appear inside the selected frame.
2. In the **Frameset General** panel of the **Inspector palette**, locate the **Current Frame** section. From the **Source** popup menu, choose the existing page you wish to set as the source for the selected frame.

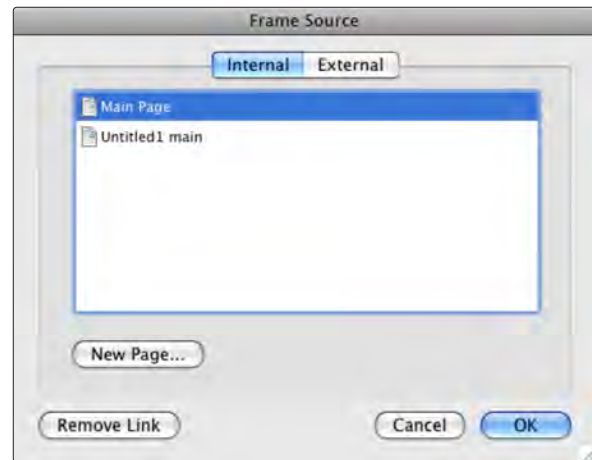
The frame now displays the source page as its content. You may edit objects on the source page as if you were viewing it as the current page.

Creating a new page to be the source of the frame

1. Select the frame by clicking inside it. A selection marquee appears inside the selected frame.
2. In the **Current Frame** panel of the **Inspector palette**, choose **Other...** from the **Source** popup menu. The **Frame Source** dialog will appear.
3. Click the **New Page...** button and then select the master page on which you wish the new page to be based.
4. Click **OK**. After the **New Page** dialog appears, type the title for the new page and click **OK**.

The frame now displays the source page as its content. You may edit objects on the source page as if you were viewing it as the current page.

Note: With any frame selected, you can use the **Frame Source...** command on the **Frames** submenu of the **Page** menu (or the **Frame Source...** command on the options menu in the **Frames palette**) to set or change the source page for that frame. You can also use the **Go to Selected Page** command to change from the frameset page to the actual content page itself, if the content page is in the same Freeway document.



Specifying an external HTML page as the frame source

In order to do this, you first need to know the file name of the HTML page you wish to set as the frame source, as well as where it will reside in relation to the frameset page you're creating. To find out more about specifying relative URLs to external pages, see *Relative references* on page 113.

1. Select the frame by clicking inside it. A selection marquee appears inside the selected frame.
2. In the **Current Frame** panel, choose **Other...** from the **Source** popup menu. The **Frame Source** dialog will appear.
3. Select the **External** tab. Choose the option URL and type or paste in the URL for the external page you wish to specify as the frame source. The URL for the external page will appear in the frame against the colored background.

When the page is viewed using a browser, the browser will attempt to load the specified URL into the frame.

Freeway allows you to view and edit the contents of the pages viewed in a frameset, as long as they are contained within the same Freeway document and do not themselves contain framesets. This offers a great advantage for designing your site, since you can see what the finished result will look like without having to constantly switch in and out of a web browser to preview changes.

The edge of the source page viewed within a frame is indicated by means of a dotted line. You can create, move, or delete objects on the source page, type text or change page attributes using the **Inspector palette**, just as if it was the current page in view instead of the frameset page.


Note: When working in **Frameset** view, the zoom level is fixed at 100%, and it is not possible to zoom in or out of the page. If you wish to work at a closer zoom level, switch to the source page using the **Site panel**.

Creating a new frameset within a frame

This technique is necessary when adding frames of a different orientation from the other frames in the window.

1. Select the frame by clicking inside it. A selection marquee will appear inside the selected frame.
2. Choose **Split Vertical** or **Split Horizontal** from the **Frames** submenu on the **Page** menu. A nested frameset will be created in the frame, dividing the frame into two parts. Each of the two new frames can either be given a source page or subdivided further using the **Split Horizontal** or **Split Vertical** command.

Adding more frames at the same level

1. Select one of the existing frames.
2. Choose **Insert Frame...** from the **Frames** submenu in the **Page** menu or click on the  icon at the top right of the **Frames** palette and choose **Insert Frame...**. A dialog appears allowing you to choose where the new frame is to be inserted.
3. Click **OK**. A new frame is added to the same frameset as the selected frame.

Using the mouse to add frames

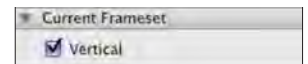
It's also possible to add frames using the mouse. You can do this by holding down the **Alt** key on the keyboard as you drag from the edge of a frame.

Alt-dragging the dividing border between two frames in the same frameset will add a new frame at the same level.


Alt-dragging the border between a frame and the edge of the window will add a new frame in the same frameset or create a new frame in an enclosing frameset.

Changing the orientation of the frames in a frameset

1. Select the frameset or a frame within it.
2. In the **Current Frameset** panel of the **Inspector** palette, use the **Vertical** checkbox to specify whether the frames should be vertical (checked) or horizontal (unchecked).



Removing a frame

1. Select a frame.
2. Choose **Delete Frame...** from the **Frames** submenu on the **Page** menu or click on the  icon at the top right of the **Frames** palette and choose **Delete Frame...**. The selected frame will be deleted.

If you have only two frames, deleting one will delete the frameset altogether and revert the page from being a frameset page to a normal one. If you attempt to delete one of the only two frames defined for a frameset page, Freeway will display a dialog box asking you to confirm your choice.

Selecting frames

To select a frame, click within it using the **Selection tool**. You may also select frames using the **Frames palette**. In both the document window and the **Frames palette**, clicking on a frame will select it. Clicking on the border between two frames will select the frameset that contains those frames. Clicking on the outer border of the frames around the edge of the document window or the **Frames palette** will select the outermost or top level frameset defined for the page.

Only one frame or frameset may be selected at any one time.

Power Tip: Using the **Frames palette**, you can select the enclosing framesets of a frame by **Alt**-clicking on the selected frame until the frameset you want is selected.



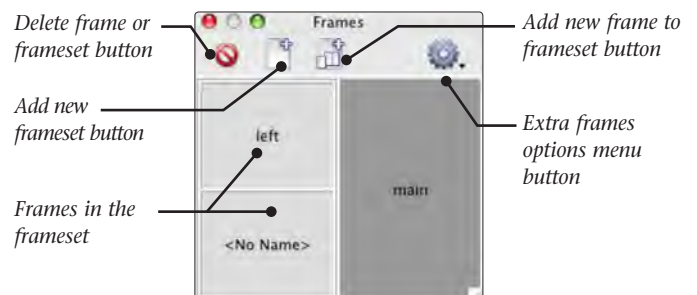
Selecting a frame using the **Frames palette**. In this example, the left frame has been selected.

Deselecting frames

To remove an active frame selection, you can hold down the **Shift** key while clicking inside the selected frame. In addition, clicking and dragging with the mouse on an empty part of the page viewed within a frame will deactivate the frame selection, as will selecting an object on the page viewed inside the frame.

Using the Frames palette

The **Frames palette** can be of great assistance in seeing the structure of your framesets. It shows how the various framesets on your page are nested, and the orientation and number of frames within them. Put another way, it is a schematic view of your frame set that will allow you to see how your frames and framesets are organized. The dimensions of the frames and framesets shown in the **Frames palette** do not reflect the actual dimensions that are specified.



This palette will show the currently selected or active frame and the name of the frame, if any. When you have the frame itself selected, the **Frames palette** shows the selected frame in dark gray instead of light gray. However, if your current selection is an object or text contained on the page being viewed through the frame, then the active frame in the **Frames palette** is indicated using a gray, diagonally striped pattern.

Note: It is also possible for the source page to be the focus for keyboard commands without any objects or text being selected on it—this happens when you drag using the selection tool on the page, but no objects are left selected.

You can also use the palette to select individual frames or framesets. Clicking in a frame shown in the palette will select the frame. **Shift**-clicking will toggle the selection on or off. **Alt**-clicking in turn will select the successively enclosing framesets. You can also select a frameset using the palette by clicking on the border between the frames themselves or between the frames and the edge of the palette. You can use the **Frames palette** to select “invisible” frames too. These are frames that can’t be displayed because the other frames are taking up all the available room in the window.

Sizing frames

Whether the frame border is visible or not, you can resize any frame while working in Freeway. You can either use the mouse or type in numeric values to size a frame. Because frames are the result of splitting the page area and are not objects in their own right, resizing one frame will always affect at least one other in the frameset. Regardless of whether you use the mouse or type in values to size frames, each frame may have its dimension specified either as a proportion of the overall dimension of the frameset that contains it or as a fixed size in pixels.

Except in the case of predefined frameset pages, frames are initially created using proportional values to specify their dimension. This means that their actual size, when viewed, will depend on the current size of the browser window. When a visitor resizes the browser window, the size of the frames will also change. If a frame becomes too small to display all of the content within it, it will display scroll bars to allow the rest of the content to be viewed. It is also possible to set a frame so as not to display scroll bars if there is more content than can be viewed in one go.

You can also set the frame to use a fixed value for its dimension instead of a proportional one. If you set all the frames to be fixed sizes, in practice, this will be overridden by the browser’s current window size. The result can be an unpredictable appearance if the user resizes the browser’s current window by using the mouse.

Resizing the current window is generally beyond the designer’s control unless complex JavaScript is to be employed. The designer is able to control when a new window is “spawned” from a current page using JavaScript commands—the dimensions of the new window can be set as it is spawned.

It is also impossible to prevent the existing browser window from being resized by the visitor. For these reasons, you should take into account the different sizes possible for the browser window and allow for at least one of your frames to be a flexible size. Taking flexibility into account (and even making it work for you) is one of the key steps to becoming a skilled web page designer.

Note: If a web design relies on the precise arrangement of frames, it could pose problems when viewed in different browsers. Netscape, for example, may alter the width in unpredictable ways. Furthermore, Netscape has a tendency to scroll a frame by about 8 pixels when the user refreshes or returns to it. Careful testing across browsers is needed if you intend to use frames heavily in your design.

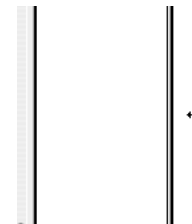
Interactive resizing of frames

When the frame borders are visible in the browser window, by default, visitors are able to use their mouse to resize the frames and affect their viewing experience. When using frames for layout or design purposes, this is often undesirable and it is possible to set frames so that the visitor can not resize them. In most browsers (though not all), hiding the frame borders by turning off the **Show Borders** checkbox in the **Inspector palette’s Frameset General** panel will prevent the visitor from resizing the frames in any case.

Although generally you will want to make your frames so they cannot be resized by the visitor, resizable frames can be seen as a generous concession. For example, some sites that use a frame to display advertising banners allow the frame to be made smaller—in effect hiding the adverts. This may be perceived negatively by advertisers, but is the kind of touch that visitors appreciate and which leads to higher revisit rates, which benefits both you and the advertisers.

Sizing frames using the mouse

Move the mouse to the edge of a frame. The cursor will become a double-headed arrow, even if the frame borders are turned off or have no pixel dimensions. If it is hard to see where the edge is, click in one of the frames to bring up the selection marquee—this will indicate where the edge is and assist you in resizing the frame. Drag to resize the frame as desired.



You can resize a frame on a frameset page by dragging its border.

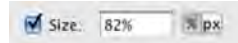
To size a frame using a numeric value

1. Select the frame you wish to size.
2. In the **Current Frame** panel of the **Inspector palette**, type the value you require into the **Size** text field. Depending on how the frame was created, the value you enter may be specified as a percentage of the size of the enclosing frameset or as a fixed value in points.
3. Use the buttons beside the **Size** option to change the units from percentages (%) to pixels (px).

Setting frame size to be completely flexible

If you wish to set a frame so that it will be completely flexible in size, set the other frames in the same frameset to be fixed value, and leave this frame set as a percentage or proportional value. The same result is also attainable by explicitly setting the frame to have a flexible size:

1. Select the frame.



2. Deselect the **Size** checkbox in the **Current Frame** panel of the **Inspector palette**.

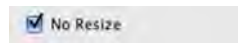
In the HTML output, the size for this frame will now appear as an asterisk (*) rather than as a percentage value (such as 76%).

Making frames that can't be resized when viewed

To effectively prevent the visitor from resizing the frames in the browser window, you can set the frame border to be 0px using the **Border** option in the **Frameset Page** panel. You can also explicitly instruct the browser to prevent the frame from being resized, and you must do this in any event to prevent resizing if the frame border is to be left visible.

To set a frame so that it can't be resized:

1. Select a frame.



2. In the **Current Frame** panel of the **Inspector palette**, select the **No Resize** checkbox.

The selected frame will no longer be resizable even when frame borders are shown. Note that depending on the number of frames in the same frameset, this may also prevent the neighboring frame from being resized.

Controlling whether frames scroll

There are three settings to control the behavior of a frame if there is more content displayed inside it than can be viewed at one time. By default, frames are created so that they will automatically display scroll bars if necessary, but if all the content of the page fits into the available size of the frame, the scroll bars won't appear; this is called **Auto** scrolling. You also have the options to set the frame so that it will permanently display scroll bars—these will be drawn grayed out if the content fits comfortably within the frame—or never to display scroll bars.

To set the scrolling behavior of a frame

1. Select the frame.
2. In the **Current Frame** panel, use the **Scroll** popup to choose from:

- Auto:** (default) display scroll bars only if necessary.
- Yes:** always display scroll bars, even if content fits.
- No:** never show scroll bars, even if content does not fit.

Important: When a frame is set to **Auto**, browsers display scroll bars even when the content displayed in the frame should theoretically fit without scrolling. Extra room is required within the frame to prevent scroll bars appearing.

Freeway gives you feedback on the current scrolling behavior in each frame as follows:

- Frames set to “scroll=Auto” display outline scrollbars and real scroll bars if the source page contents viewed inside the frame don't fit.
- Frames set to “scroll=Yes” show grayed out versions of scroll bars and real scroll bars if the source page contents don't fit.
- Frames set to “scroll=No” show nothing, even if the source page contents don't fit.

When setting the width of an Auto-scrolling frame, you need to allow 10 to 15 pixels extra room inside the frame in addition to the width of the page contents to be displayed, otherwise it will always display a horizontal scroll bar.

Freeway is designed to try to display correct feedback in these cases, but you should always test your pages in as comprehensive a range of browsers as possible to ensure that individual differences between browsers don't cause problems.

Note 1: Vertical and horizontal scroll bars don't always behave identically when there is more content than will fit inside an **Auto** scrolling frame. If content fits comfortably within the width of the frame but the height of the content exceeds the height of the frame, only a vertical scroll bar will be displayed. However, if the content fits comfortably within the height of the frame but is excessively wide, both horizontal and vertical scroll bars will usually be shown.

Note 2: Be very careful when setting the scrolling of a frame to **No**. If there is overflow content within the frame, there may be no way for the visitor to display it and no clue that there is content which isn't being displayed.

Note 3: Different browsers may calculate the size of the content area differently. As ever, try to check your design in as many browsers on different computer platforms as possible.

Setting the border for the frameset

To set the border width for the frames within a frameset page:

1. In the **Inspector palette**, view the **Frameset General** panel.
2. Using the **Border width** option, specify the desired width of the frame border in pixels. If you set the border width to be zero, web browsers will display the frames without any border (which is the same effect as turning off the **Show Borders** checkbox).

Note: Although in HTML it is possible to mix the border attributes used in different nested framesets within the same frameset page, this is not supported within Netscape browsers. Freeway therefore only allows you to set the frame border width for the page as a whole.

Specifying a name for a frame

To set the name for a frame, so that it can be explicitly referenced by a link target command or within a script:

1. Select a frame.
2. In the **Current Frames** panel of the **Inspector palette**, type or paste the desired name into the **Name** text field and press **Return**.

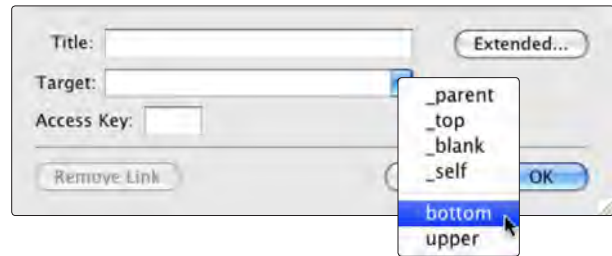
Note: Setting a frame name does not affect either the page title or the file name that will be used. Using words that are reserved commands in HTML or JavaScript as frame names may lead to unexpected results. If link targeting or references to the frame name in a script fail to work as expected, try changing the word you have chosen for the name to something else.

Targeting links

Using link targets allows you to decide where the result of clicking on a link will appear. Link results can replace the contents viewed in a different frame or frameset within the same frameset page, replace the content of the entire browser window or appear in a completely new browser window. Individual links can be targeted in the **Hyperlinks** dialog while all links on a given page can be targeted in the **Page panel** of the **Inspector palette**. There are preset targets available but you can also define your own by naming frames.

Setting a particular frame as the target of a link

1. Give the target frame a name as described above. The name is added to the list of known targets for the document.
2. Select the text or item that is being linked on.
3. Choose **Hyperlink...** from the **Edit** menu to bring up the **Edit Hyperlink** dialog box.
4. Using the **Target** popup menu, choose the name of the desired frame from the list. The target name appears in the **Target** text field. Now, when the link is activated in the browser window, the result of the link will appear in the named target frame.



Note 1: It is also possible to type the name of a target directly into the **Target** text field. This is useful when the frameset definition is contained within a different Freeway document or in an external HTML page.

Note 2: When targeting links, you can type a name into the **Target** text field for a link before you have named the intended frame. However, if there has been a typing error or if for any reason the browser can't find the frame target, it will open a new window. This will also happen if you have removed or renamed your frame. Always name the frame, and then choose this name from the **Target** popup menu when applying the link. If you change the name of a frame, make sure you update the links which have that frame as their target.

Setting a default target for all the links on a page

Although you can target links individually, this can be wearisome and inefficient if many links on the same page all need to share the same target. It is possible to set a base target for a page, so that all the links contained within that page will use it by default without any further action required.

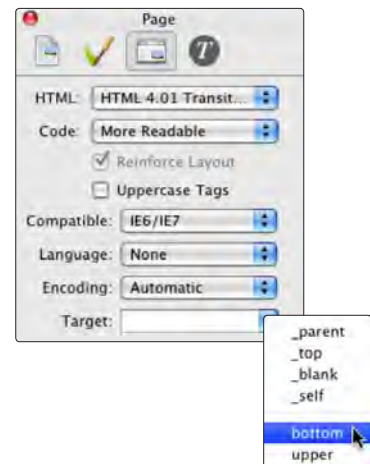
To set a base target for a page

1. Change to the page containing the links.
2. In the **Page Output** panel of the **Inspector palette**, choose the name of the desired target frame from the **Target** popup menu. All links on the page will now target this frame, unless a specific target is defined for individual links.

Using the predefined link targets

In the **Target** popup menu, you will see four predefined link targets. You can use these to cause the link result to do one of the following:

- Replace the contents of the entire browser window.
- Replace the content of the frameset containing the frame that contains the link.
- Open in a new browser window.
- Open in the same frame containing the link (this last is the browser default, and does not need to be specified).



To apply a predefined link target

1. Select the text or item to which the link is applied and choose **Hyperlink...** from the **Edit** menu (or locate the **Target** popup on the **Page Output** panel of the **Inspector palette** if setting a base target for the page).
2. From the **Target** popup menu, choose from the following predefined targets:
 - _parent**: opens the result of the link in the frameset or window containing the frame in which the link occurs. (For instance, if you want the linked file to replace the frameset of the current link, then choose this option.)
 - _top**: opens the result of the link in the current browser window, replacing the top-level frameset.
 - _blank**: opens the result of the link in a new browser window.
 - _self**: opens the result of the link in the frame that contains the link. (This is the default behavior.)

Extending the FRAME and FRAMESET tags

Should there be any requirement to add additional code within the <FRAME> or <FRAMESET> tags generated for your frameset page, you can do so by selecting a frame or frameset and choosing the **Extended...** option from the **Item** menu. You can define **Name/Value** pairs here that will be inserted into the HTML code generated by Freeway for the selected item. You can find out more about extending the HTML generated by Freeway in the section entitled *Customizing the HTML output* on page 212.

Working with forms

There are many different types of form used on the web, though some of them are not so easy to identify as being a form, such as a PayPal button or a guest book.

This chapter covers the standard type of forms which use three main parts—form items and input fields, a Submit button and some method of processing the form so it can be submitted to the server.

Freeway features a core Action—called the Send Form Action—which makes it very simple to create a “feedback form”, which is a form that can be posted onto a web page which the visitor can fill in with relevant data and then submit so the information is emailed to the specified recipient.

By using the Send Form Action you won't need to set up a form handling script, as the Action does it all for you. However, it is also possible to make any form in Freeway work with your own script, and that is covered later in the chapter.

Form Items

HTML offers a set of standard form items which you can use to build your forms. These are items which are used by the visitor to enter information or make choices which can then be processed by the form script and sent as an email so the recipient can see the information given in the form.

How to use form items on your Freeway page

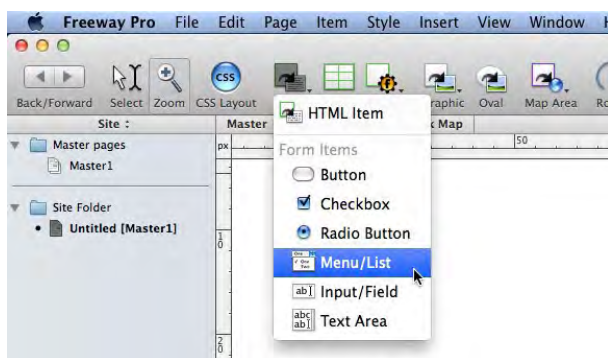
To use a form item you can use one of two methods. First you can click and hold on the **HTML** tool button on Freeway's **Tool Bar** and choose the form item you want to draw on your page.

The other way is to click on the **Insert** menu and choose the form item you want to insert.

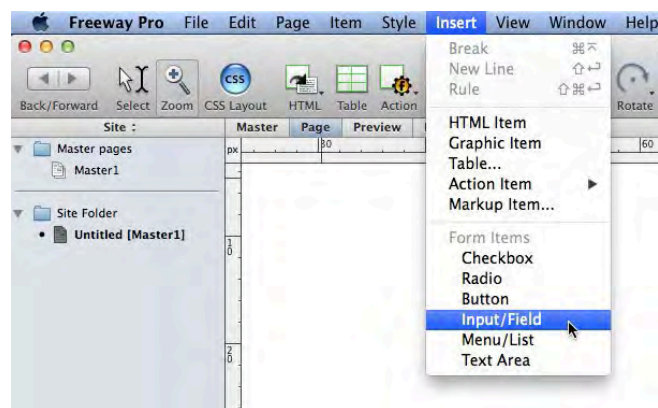
Using the **Insert** menu, you can either insert the form item into the flow of text inside an item or, if nothing is selected on the page the form item will be placed on the page as a standalone item.

Customer Registration Form	
*Name	<input type="text"/>
*Email	<input type="text"/>
Language	Please choose ...
Business Type	Please choose ... Web designer Software developer Reseller
Business location	<input type="checkbox"/> Europe <input type="checkbox"/> Asia <input type="checkbox"/> Africa <input type="checkbox"/> Australia <input type="checkbox"/> North America <input type="checkbox"/> South America
Products purchased	<input type="radio"/> Freeway <input type="radio"/> Exhibeo
Comments	<input type="text"/>
* Required fields	<input type="button" value="Send Form"/>

The above screenshot shows how a table can be made to contain all the different elements of a reply form, which helps to keep all the different items aligned. The form contains each of the different type of standard form item, which are (from the top): an Input/Field item (for Name and Email), a Menu, a List, a “cluster” of Checkboxes, a “group” of Radio Buttons, a Text Area and a Submit Button.



Creating a new form item on your page. Above by choosing an item from the HTML tool dropdown menu before drawing the item on the page. Right by inserting an item from the Insert menu.



Input/Field

An Item/Field item provides an area one line deep where someone viewing your web page can add text. You can set the number of characters the field will accept and the physical size of the field. If the number of characters exceed the size of the field, the field will scroll as the cursor types or moves through the text. All text in an **Input/Field** item appears on a single line. For multi-line input, use a **Text Area** item.

When you draw the item on the page (or insert it) you will see that the top and bottom handles display in red, which means that you cannot alter the item's height as the **Height** popup is set to **Flexible** in the Inspector. An item with a Height set to Flexible will only ever be as high as the content inside it (and because form text is a standard size, this means that the item will be 20px by default). If



you want, you can change the **Height** popup to **Fixed** (to give the item a fixed pixel value height) by dragging one of the top or bottom handles or entering a specific value in the Height field of the Inspector), but you need to be aware that an Input/Field item will only ever contain a single line of text which will be centered vertically within the Input/Field item.

As the Width of the Input/Field item is set to Fixed by default, this means that you can drag one of the black left or right handles on the item to make it the width you want (or you can enter a specific value in the Width field of the Inspector).

Input/Field item options

You can set the text field options using the **Item Output Settings** tab of the **Inspector palette**.

Name: This identifies the Input/Field item. It is not displayed on the page, but it is sent back as part of the response when the form is submitted. The name can also be used to identify the Input/Field item in JavaScript.

Value: You can enter a default value if you wish, which will be displayed in the text field when the form is viewed. The visitor can leave this in place, add to it or replace it with their own text.

Type: This is where you can choose the “input type” value for what you expect to be used inside the Input/Field item. There are some features which will work only on desktop computers, whereas other features are for smartphones and tablets (such as specifying the keyboard used for numeric, URLs, etc., on those devices). The list of options is shown in the screenshot on the right.

The result for choosing each different option are as follows:

Text: This is the default and it will work just like any normal field. The options when choosing Text in the Type popup are shown in the screenshot shown in the screenshot above right.

Password: When the visitor enters information in the field it will appear as “hidden” text (ie, it displays as a row of bullets). The options when choosing Password in the Type popup are shown in the screenshot shown in the screenshot above right.

File Upload: When this is chosen a Browse button displays instead of an input field when the page is previewed in Freeway or previewed in a browser. To the right of the button the wording “No file selected” appears, which will automatically change to display the file name of any file chosen by clicking on the Browse button. It is important to note, however, that the Send Form Action will not allow for a file to be selected and sent with the form information—so if you need to offer a file so it can be sent with the form info, you will need to use your own script rather than use the Action. The options when choosing File Upload are very different to the Text and Password (above).

Search: For most forms this will make no difference to using the default of Text. However, advanced users can take advantage of this to create a search field. The options when choosing Password in the Type popup are shown in the screenshot shown in the screenshot above right.

Telephone: This will mean that smartphone and tablet visitors will see a numeric keyboard when they click on the field. The options when choosing Password in the Type popup are shown in the screenshot shown in the screenshot above right.

URL: This will mean that smartphone and tablet visitors will see the keyboard their device uses for inputting URLs when they click on the field. The options when choosing Password in the Type popup are shown in the screenshot above right.

Email: This will mean that smartphone and tablet visitors will see the keyboard their device uses for inputting email addresses when they click on the field. The other options in the Inspector are the same as shown in the screenshot above right, but with an additional option called **Multiple** (checking Multiple allows you to use multiple email addresses separated by a comma, so the form will validate—as without Multiple being checked a comma will make an email field invalid).

Date and Time: This will mean that smartphone and tablet visitors will see the keyboard their device uses for inputting dates and times when they click on the field. Depending on the device or browser, this could, for example, bring up a calendar or diary page. The other options in the Inspector change for this option (and all others down to and including Local Date and Time) to display options for **Min Value**, **Max Value** and **Step**. Min Value and Max Value let you set a number range (such 1 to 12 for month) and Step is the increment used between the Min and Max values so the form field can be validated.

Date, Month, Week, Time and Local Date And Time: This will mean that smartphone and tablet visitors will see the keyboard their device uses for inputting dates and times when they click on the field. Just as with Date and Time (above) this could be used by specific smartphones and tablets to choose dates and times from applications such as Apple’s Calendar (but it will depend on the device). The other options in the Inspector are the same as for Date and Time.

Number: This will mean that smartphone and tablet device visitors will see the numeric keyboard when they click on the field. The other options in the Inspector are the same for Date and Time but with the addition of an option for **Placeholder**.

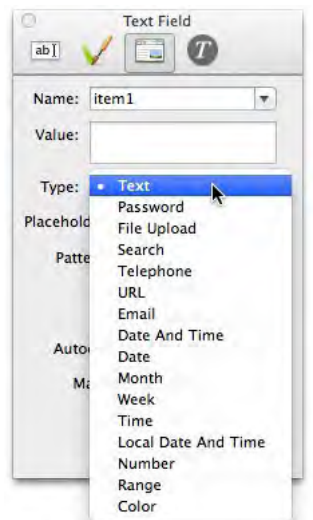
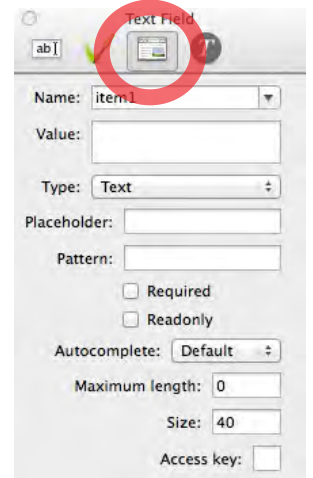
Range: This is similar to number, but it displays as a slider on a scale to represent an upper and lower values. An example is shown in the screenshot on the right.

Skill Level: Low High

Color: This allows the user to select a color and returns the hex value for that color. If a browser supports this option, users will either be able to type the value or select from a color picker, which will either be native to the operating system or the browser.

Placeholder: You can enter characters in this field so they show up in the Input/Field item itself when the file is previewed in a browser. However, it is important to note that some older browsers do not support placeholder text, so you need to make sure you also use text labels for your form fields, otherwise some visitors may not be able to see what information the field is meant to contain.

Pattern: This lets you add complex validation to a form field so that the form will not validate unless the pattern code is matched.



Required: Checking this option will mean that the form will not send unless the field has content inside it. Depending on the Input Type (the option chosen in the Type popup in the Inspector) this may require specific content (such as numeric, alphabetical, email-type format with “@” and .com, etc.). Currently, Safari ignores this HTML5 function, but we have added specific functionality to the Send Form Action the make Safari replicate this behavior.

Readonly: As the name suggests, with this option checked the input field cannot be modified by the visitor, but they can tab or click into it, highlight it, etc.

Autocomplete: This popup gives options for Default (which uses the visitor’s browser’s default settings), On or Off. If you want a form to autocomplete, choose Yes (or Default if you want to leave it up to the browser’s default settings).

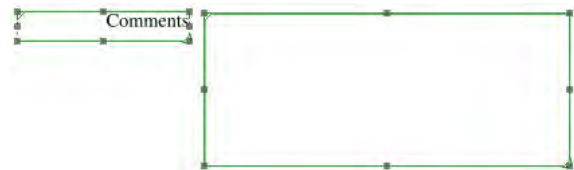
Maximum length: Lets you enter a value to limit the number of characters the field can contain.

Size: This sets the width of the Input/Field item on the page. If you make the input field wider, the Size value automatically increases to suit. The width of the field is calculated using CSS for pixel values or sized to accommodate a specified amount of characters.

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter “y” in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field.

Text Area

You can create larger fields for visitors to enter text into, if you wish them to provide more information than would be convenient in a one-line text field—this is called a text area. In the browser, text areas have scroll bars which become active when the user adds more text than the field can display at one time.



Text area options

Name: This identifies the text area. It is not displayed on the page but is sent back as part of the response when the form is submitted. The name can also be used to identify the text area in JavaScript.

Text: This field allows you to enter some default text which the visitor can either leave as it is, add to or overwrite with their own text. This is optional.

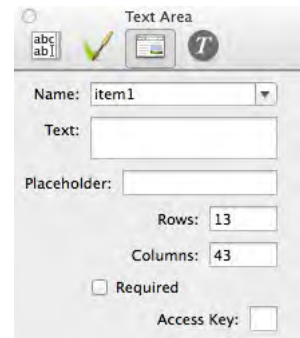
Placeholder: You can enter characters in this field so they show up in the Input/Field item itself when the file is previewed in a browser. However, it is important to note that some older browsers do not support placeholder text, so you need to make sure you also use text labels for your form fields, otherwise some visitors may not be able to see what information the field is meant to contain.

Rows: This field allows you to enter the number of rows of text that can be displayed vertically at one time. Note that if you make the Text Area item larger in height on the page, this value will increase automatically.

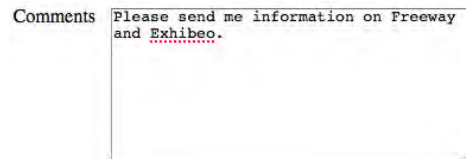
Columns: This field allows you to enter the number of characters that can be displayed horizontally at one time. Note that if you make the Text Area item larger in width on the page, this value will increase automatically.

Required: Checking this option will mean that the form will not send unless the field has content inside it.

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter “y” in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field



This is how it may appear in the browser:



Checkbox

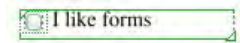
Checkboxes allow visitors to select multiple options, limited only by the number of checkboxes you create. Visitors can check none, one, two, or more of the boxes offered them. Freeway imposes no limits on the number of options you can create, or the number the visitor is able to turn on at one time.

It is important to note that there are two very different ways to place Checkbox items onto your Freeway page.

If you have nothing selected on the page and then go to **Insert>Checkbox**, Freeway will place a standalone checkbox item on the page. This will display as a checkbox with the word “Checkbox” to the right of it.



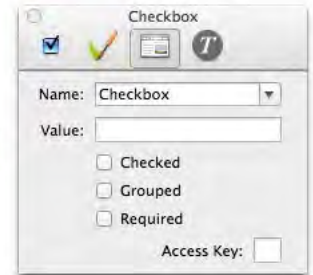
To change the word “Checkbox” to the text you want to use, you will need to click and drag through the text inside the item and type the wording you want to use.



If you place the checkbox item inside an item as an “inflow” item (such as inside a table cell) when you go to **Insert>Checkbox** (or choose **Checkbox** in the HTML tool button and then draw an item inside the item) all you will see is the checkbox itself. You can then enter the text you want to use for the label for the checkbox immediately after the checkbox.

Doing the above, all you are doing is simply changing the name of the label that is placed to the side of the checkbox. To set up the options for how the checkbox works you need to select the checkbox itself (so you can see it selected), then you can choose the options in the Output Settings tab of the Inspector.

Note that in the screenshot on the right you can see that the handles of the checkbox displays in red. This is because the **Width** and **Height** values of the checkbox are set to **Flexible** (which means that you cannot edit the size of the item). Although it is possible to change the size to **Fixed** so you can edit the site of the checkbox we do not recommend doing so as an HTML checkbox is a very familiar tool on the form and it will look odd to use it at a different size.



Checkbox options

Name: This is the name which identifies each individual checkbox. By default this is set to the same as the current value for **Title** (which appears in the **Item panel** of the **Inspector palette**, marked here by a checkbox icon), but you can specify your own text if you wish. This is not displayed on the page but is sent back as part of the response when the form is submitted.

Value: This is the value that is sent to the server if this item is active when the form is sent. It defaults to nothing, and this is usually suitable since it will send a default value of "ON" back to the server, though you may wish to change it to something like "Yes" if this makes more sense in the context of the information that is being requested. You don't need to change this option unless you want to.

Checked: This determines whether the checkbox is checked or not when the page is first viewed. Checkboxes are unchecked by default when you create them.

Grouped: Freeway 6 supports grouped checkboxes. Grouped checkboxes are like radio boxes in that they share a common (group) name. In the case of grouped checkboxes, the name should end in square brackets (name[]) or in square brackets enclosing a variable (name[i]). In Freeway 6, the export panel for checkboxes contains a Grouped checkbox. If this is turned on, Freeway changes the Name field to a Group field (in the same way as radio buttons) and ensures that this field contains a correctly formatted name.

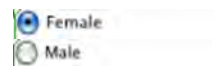
Adding square brackets ([]) to the end of existing checkbox names also turns on the Grouped checkbox, and removing square brackets turns off the Grouped checkbox. The popup for the Group field of grouped checkboxes contains a set of default group names (cgroup1[] through cgroup5[]). The combo popup for the Group field of radio buttons similarly contains a set of default group names (group1 to group5). The default group names are intentionally different for radio buttons and checkboxes.

Required: Checking this option will mean that the form will not send unless at least one checkbox (whether the checkboxes are individual or in a group) has been checked.

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter "y" in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field

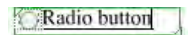
Radio Button

Radio buttons are used to allow viewers to choose between a number of mutually exclusive options. Radio buttons are grouped in clusters. Only one of the buttons in a cluster can be active at a time. When a new one is clicked, it turns the previously active button off. You can have several clusters of radio buttons on a page, as long as the buttons in each cluster share a common value for their **Name** that is different for each cluster.



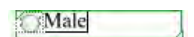
It is important to note that, like checkboxes, there are two very different ways to place radio button items onto your Freeway page.

If you have nothing selected on the page and then go to **Insert>Radio**, Freeway will place a standalone radio button item on the page. This will display as a radio button with the words "Radio button" to the right of it.



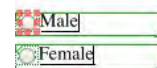
To change the word "Radio button" to the text you want to use, you will need to click and drag through the text inside the item and type the wording you want to use.

If you place the radio button item inside an item as an "inflow" item (such as inside a table cell) when you go to **Insert>Radio** (or choose Radio in the HTML tool button and then draw an item inside the item) all you will see is the radio button itself. You can then enter the text you want to use for the label immediately after the radio button.



Doing the above, all you are doing is simply changing the name of the label that is placed to the side of the radio button. To set up the options for how the radio button works you need to select the radio button itself (so you can see it selected), then you can choose the options in the Output Settings tab of the Inspector.

Note that in the next screenshot you can see that the handles of the radio button displays in red. This is because the **Width** and **Height** values of the radio button are set to **Flexible** (which means that you cannot edit the size of the item). Although it is possible to change the size to **Fixed** so you can edit the site of the checkbox we do not recommend doing so as an HTML radio button is a very familiar tool on the form and it will look odd to use it at a different size.



Radio button options

Name: This option is the name of the group to which the button belongs. By default it is "group1". Enter a new **Name** here if you want your radio button to belong to a new group of buttons. This will be returned with the form. The two choices in the above example have the same **Name**. If there were other options for the age, they too would share the same **Name**, and only one could be chosen by the visitor.

Value: This is the information which is sent back to the server if this button is active when the form is sent. By default this is set to the same as the current value for **Name**, but you can specify your own text if you wish.

Checked: You can set the state of the radio button (on or off) when the page is first viewed. For each cluster of radio buttons (each group of radio buttons which share the same **Group**) you must ensure that one (and only one) is checked.

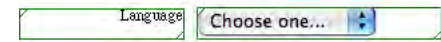
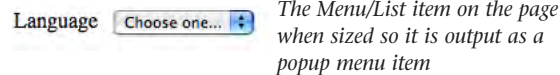
Required: Checking this option will mean that the form will not send unless at least one radio button in any particular group has been checked.

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter "y" in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field

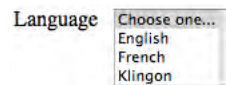
Popup Menus and Selection Lists

If the visitor is to choose from a selection of preset options, it is often most convenient to present these in the form of either a popup menu or a scrolling selection list. These are very useful if there are too many options to conveniently show as checkboxes or radio buttons. Use a popup menu if the visitor is allowed to select only one option from the list (such as country of residence).

This may appear in the browser as:



Use a scrolling selection list as an alternative if you wish more of the available options to be visible at one time, or if the visitor is allowed to select more than one option at a time.



The Menu/List item on the page when sized so it is output as a popup menu item

If you allow multiple selection of options in the list, turn on the **Multiple** checkbox in the **Menu/List Item Output** panel. To select more than one option, the visitor can hold down the **Command** key (the **Control** key on a Windows PC) while selecting their second and subsequent choices in the list. It's best to tell visitors on your page how to select multiple items if you offer the choice.

Whether items drawn with this tool display as a popup menu or a selection list depends on the height of the box containing the form control. If the box is only large enough for the form control to show one line of text, the form control will display as a popup menu.



By going to **Insert>Menu/List**, the default item placed on the page is as the item above. As long as the item is sized so it is tall and thin, this item will always be a Selection List item.



If you grab the center top handle of the Menu/List item and drag it so it is only one line high, the item will always be a Popup Menu item.

You can enter the number of lines you'd like the box to display in the **Size** field of the **Menu/List Item Output** panel.

If the box is large enough to show two or more lines of text, the form control displays as a scrolling list.

Popup menu/selection list options

Name: This identifies the popup menu or selection list. It is not displayed on the page, but is sent back as part of the response when the form is submitted. The name can also be used to identify the popup menu or selection list in JavaScript.

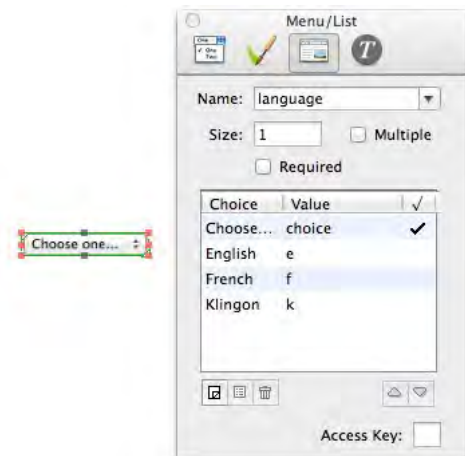
Size: This field allows you to enter the number of lines of text that can be displayed given the current size of the box containing the form control. If you set the Size to 1, this will make the item display as a popup menu.

Multiple: Turn this on to allow multiple selections from the available options in the list. With it off, only one option may be active at a time.

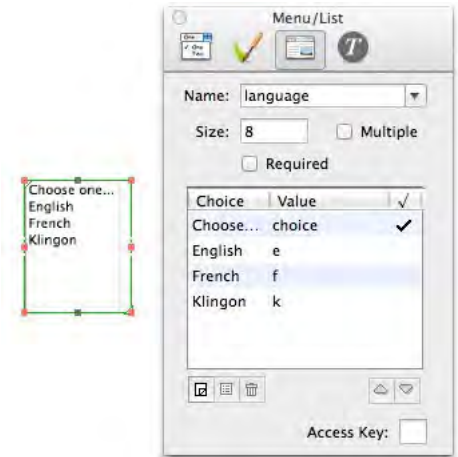
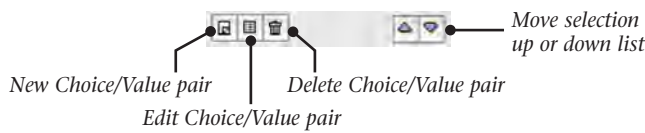
Required: Checking this option will mean that the form will not send unless at least one has been chosen in the popup menu or selection list.

Choice/Value list: This list is where you specify the options that will be available for the visitor to select from. For each option, you need to give the option a name which will appear in the menu/list (**Choice**) and a value which will be sent back to the server if the option is selected when the form is sent (**Value**).

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter "y" in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field



The set of icons at the bottom of this panel allow you to create a new Choice/Value pair, edit an existing pair, remove a pair, or rearrange the order in which the pairs appear.



When you wish to control which option is initially active in the menu or list in the browser, you can do so by editing a Choice/Value pair and turning on the **Initially Selected** checkbox in the **Edit Choice** dialog. Only one option in a list may have this attribute turned on at one time (unless the Multiple selection box is checked). If you have already set one option in a list to be the initially selected choice, and repeat this for another, this attribute is automatically turned off for the previous option.



Power Tip: You can quickly change the Choice/Value pair by clicking the ✓ column next to the pair's name in the **Inspector palette**.

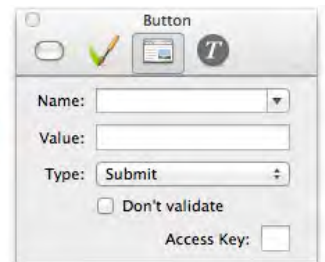
Button

There are three types of button: **Submit**, **Reset**, and **Button**.

You must add a **Submit** button to your form, so that the visitor can send the completed form to the server.

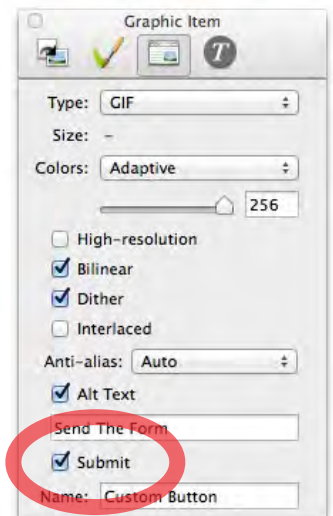
A **Reset** button is optional. It clears the form completely, which is useful if the user has made a series of errors while completing the form or wishes to reset the form to its initial state for any reason.

A **Button** button is not used for conventional forms but can be used to execute a JavaScript command.



Note: The button in Freeway's design view represents the Mac OS X browser button. The button style is drawn from the host computer's graphics routines, and will appear differently in different Mac browsers, and appear differently again in Windows browsers. It is also worth noting that Firefox will always display the button with the words "Submit Query" on the button. If you don't want those words to be used in Firefox (or you want to use custom wording for all browsers) you must set a specific Value, such as Submit, Send Form or whatever you want.

It is possible to set any graphic item to be a submit button, by checking the **Submit** option in the **Button item output settings** panel of the **Inspector palette** (see screenshot on the right).



Button options

You can set the button options using the **Button Item Output** panel in the **Inspector palette**.

Name: This is used in JavaScript to identify the button and is also returned with the form. You do not need to set this option for normal forms.

Value : This is the text which is shown on the button in Freeway and on the web page.

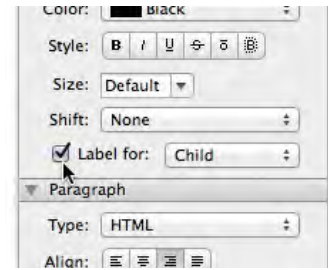
Type: Set the button to **Submit**, **Reset**, or **Button** from the popup menu.

Don't validate: It can sometimes be the case that when using validation on a form the Submit is preventing the form from being sent because the button itself is being validated. If you find this is the case, check this option in the Inspector to prevent the button from being validated.

Access key: This is an accessibility aid which is used by typing a specified keyboard combination to bring focus to a field in the form. For example, if you enter “y” in the Access key field, typing **Control-Alt-y** (for Mac) or **Alt-y** (for PC/Linux) will highlight the form item on the page in a browser and typing will enter characters into the field

Form Labels FW Pro only

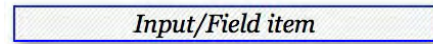
Freeway 6 supports form labels. A label is text that automatically selects an associated control when clicked. To create a label, select some HTML text and click on **Label** in the **Character** section of the **Text** panel of the Inspector palette. When the Label checkbox is selected, Freeway displays a **Label for:** popup that can be used to select a control to link to the label. The default Child option refers to any form item that is included within the label. When a non-inline checkbox or radio button is drawn on a page, Freeway 6 automatically generates label text for the control.



Applying Styling to Form Items FW Pro only

HTML5 introduced the ability to easily add limited CSS styling to form items. However, you should use styling sparingly to avoid making the form items look very unlike the standard form items used on most websites. You also need to be aware that adding something like a background color to a form’s Submit button you will see that the default behavior of a standard form button might be lost (such as the way that a default button changes color from white to black on click).

Most form items allow you to add a Background Color, Background Image, Border and Shadow by selecting the item and choosing the styling you want to use in the Inspector.



It is also possible to create a pre-determined custom CSS style so you control the typeface, size, text color, etc., used in form items when the visitor clicks inside a form item to enter text. To do this, you first need to set up the style and then you can select a form item on your page (such as an Input/Field item), go to the Styles tab of the Inspector, click on the “+” button to the right of Item and choose the style you want to use.

There are two third-party Freeway Actions which offer further customization options for form items (see later in this chapter), but if you only want to use basic styling, most options are covered by what can be achieved using the Inspector or by creating a new style before applying it to a form item.

Using the Send Form Action in Freeway

Once you have built the form on your Freeway page, using the various form items mentioned on the previous pages of this chapter, you can apply the Send Form Action to either the page on which the form is used or on the parent item which contains all the form items.

Note: To see the form working correctly you will need to upload the page so it is live on the web (it will not work when previewed locally as it requires PHP for the functionality to work). The page must be uploaded to a server running PHP 5.2 or above to work.

For the reply form to work you need to create a page on which you will build the form itself, but you also need to create two additional pages—“Success” and an “Error” pages which will tell the visitor if the form information was sent successfully or if there has been a problem.

Unless you have a particular reason to do so (for example if you wish to use multiple forms on the same page—see below), we recommend you use the Page Action version of the Send Form Action. To do this, select the page on which the form will be used, go to **Page>Page Actions** and choose **Send Form**.

If you wish to use multiple forms, you will need to create a “parent” HTML or table item, inside which you need to use all the form items and labels as “child” items. Using a table can help with alignment of your form items and any labels used, by double-clicking inside each table cell then going to Insert menu and choosing a form item or an HTML/Graphic item for label items. To apply the Action, select the parent item, go to **Item>Actions** and choose **Send Form**.

For the Page Action, make sure nothing is selected on the page; for the Item Action, select the parent item—then look in the Actions palette to see the options:

Options in the Send Form Action palette

This site is hosted by GoDaddy: You might need to select this option to use the GoDaddy hosted scripts. We recommend that you try it first without switching this option on—then if you find that the form doesn’t work correctly you should try switching it on. You can find the GoDaddy scripts at <http://support.godaddy.com/help/article/3434/reinstalling-the-default-scripts-directory-on-linux-shared-hosting>

 A screenshot of the Freeway Actions palette for the 'Send Form' action. The palette includes a note: 'Note: this page needs to be uploaded to a server to work.' Below this are several sections:

- Recipient Details (required):** Recipient Address (text field), Use Item for Recipient Address List (dropdown menu set to None).
- Sender Details:** Sender Name (text field), Use Item for Sender Name 1 (dropdown menu set to None), Use Item for Sender Name 2 (dropdown menu set to None), Sender Address (text field), Use Item for Sender Address (dropdown menu set to None).
- Subject:** Email Subject (text field), Use Item for Subject (dropdown menu set to None), Supplemental Message (text field).
- Redirection:** Error Page (dropdown menu set to None), Success Page (dropdown menu set to None).
- Validation:** Alert Message (dropdown menu set to English).

 The bottom right corner of the palette shows the version number '1.1'.

Recipient Details: This area lets you specify one or more email addresses to send the completed form to. If you only want to use a single recipient email address, enter the email address in the **Recipient Address** field. To add multiple addresses, separate each address with a comma (such as: support@softpress.com,sales@softpress.com) in the **Recipient Address** field (but note that this will send the email to all email addresses, rather than offering a choice—see later). To see how to specify an email address for GoDaddy, see <http://support.godaddy.com/help/article/508/specifying-an-email-address-for-the-php-form-mailer>

Use Item for Recipient Address List: In addition to specifying single or multiple email addresses you can create a Menu/List form item on the page (see <http://www.softpress.com/kb/questions/449/>) so the visitor can click on a popup to choose the recipient they wish to contact. If you set up a Menu/List containing (for example) support@softpress.com and sales@softpress.com the visitor can choose the value they wish and the form will only be sent to that specific address. To do this, click and hold on the **Use Item for Recipient Address List** popup and choose the Menu/List form item name. Note that the email addresses will be hidden from spammers using this method.

Sender Details: This area lets you specify whether you are sending the form to a specified person (full name) entered in the **Sender Name** field or two Text Field items for the sender's name (so one field is the First Name and another is the Family Name), which is done by selecting the Text Field item names for each name in the **Use Item for Sender Name** popups **1** and **2** respectively. Note that the Sender Name (or Names) used here will be the name which appears in the From: field in the email message.

Sender Address: The address that's used as the reply-to address in the email that's received. Use this option only if you always want the reply-to address of the emails received from your form to be the same. This can be handy if you're using rules to filter the emails received.

Use Item for Sender Address: Allow the visitor to specify the address to use as the reply to address by using a Menu/List item on the form page. Using this option will mean you can easily reply to emails received without having to copy and paste the email address into a new email. To do this, click and hold on the **Use Item for Sender Address** popup and choose the Menu/List form item name.

Subject: Specify the subject of the email in this field.

Use Item for Subject: Allow the visitor to specify the subject of the email when they fill out the form on your site and send it, by offering a choice of subjects in a Menu/List item. To do this, click and hold on the **Use Item for Subject** popup and choose the Menu/List form item name. This could be a Description field, for instance.

Supplemental Message: Add a supplemental message to the end of the email. You can use this to put a message that simply reminds the recipient of the email where the email was sent from. For instance "This message has been sent from <http://softpress.com/support/>"

Error Page: A page to redirect to if there are any problems sending the message. Click and hold on this popup and choose the error page you created for your site file.

Success Page: A page to redirect to if the message was sent successfully. Click and hold on this popup and choose the success page you created for your site file.

Notes and troubleshooting:

- The page must be uploaded to a server running PHP 5.2 or above to work. You will need to get in touch with your web host regarding the version of PHP if you see this error: "Fatal error: Call to undefined function: filter_has_var()"
- The script will fail if PHP is set to run in safe mode. Safe mode has been deprecated and removed from the most recent version of PHP so it's (ironically) safe to turn it off. If you can't do this, contact your host.
- Most options are not available to GoDaddy users—so use only **Recipient Address**, **Sender Name**, **Sender Address**, **Email Subject** and the **Error/Success Pages**.
- If using HTML5 pages, the Required option can be applied to text fields to tell the script that a certain field is required. If the field is required but not filled out, some browsers will prevent the form from being sent, or the form will redirect to the error page.

Setting up a form manually

As mentioned earlier, we recommend using the Send Form Action to build and handle the scripts for a reply form. However, there may be times when you want custom functionality that you can only achieve by setting up the form yourself with a custom script.

Servers and browsers

In order to better understand forms, you may need some background on how web servers work and how a visitor's browser communicates with it.

If you want to view a web page over the Internet, you type its *URL* (Universal Resource Locator, which is basically an address) into your browser, then the browser searches the Internet for the web server that has the web page you're looking for. If you've just typed an address like <http://www.macintouch.com>, your browser reads the first segment ("http:") as the *protocol* (method of communication) and searches for the server www.macintouch.com.

Having made a connection with the server, the browser then asks the server to fetch the requested page and send it down the line. If you haven't specified a page on that server (such as www.macintouch.com/imac.html), the server will send the *default* page. This is why you must ensure your site has a home page with a name like "index.html" or "index.htm".

The system of fetching web pages is more or less static: the visitor uses the browser to ask for a page, and the web server sends it. The browser then processes the HTML to make what the visitor views as a web page.

The next level beyond simple page fetching is dynamic: instead of just asking for a page, the browser can send information and request the server to do something with it, which is what happens with forms. You can use Freeway to set up forms so that when the visitor clicks a *Submit* button, the information they've provided in the form *fields* is sent to a place on the server where a certain *script* (usually a *CGI-*

script) resides. For instance, “/cgi-bin/formmail.pl” is a typical location of a script on the server’s disk; if the form sends the information to that location, the script will automatically handle it, processing the form according to how the script has been written to carry out the job.

Parts of a form

There are three parts of a form. The first consists of form items that are viewed on the screen and allow the user to enter information in response to questions or select from available options. You draw or insert these items using tools in Freeway.

The second part is the instructions that have to be given to the browser when your visitor clicks the **Submit** button—where the information is to be sent and what is to be done with it, for example. These instructions need to be entered into the **Form Setup** dialog on Freeway’s **Page** menu.

The third part is a script, program, or other service hosted on the web server that deals with the information sent back from the completed form. Typically, “Perl” scripts, located in the cgi-bin directory of the server, handle form processing, but other technologies such as ASP and PHP are also used. The system administrator of the web server normally handles this part. If you are publishing your site through an Internet Service Provider (ISP), you must contact them to see what options are available to you. Often there are existing Perl scripts that you may use or occasionally you may be able to upload your own.

Freeway provides an easy-to-use interface that allows you to deal with the first and second aspects of the process. Using the form tools, you can create form items or controls on your Freeway page.

Forms may have the following elements:

Name: Enables the form to be identified. This may cover just one element or a group. If you have a group of radio buttons, they will all have the same Name (with radio buttons, the user chooses one of multiple options). Other form items will generally have distinctive names.

Value: What the form reports to the form handler. This is the information you want to receive from your visitor.

Action: The location of the script that will be handling the form. (This is not to be confused with Freeway Actions.)

In most forms, the visitor provides information and then clicks a Submit button. The script handler processes the form and sends the results/information back to you at the email address you’ve specified in the Form Setup dialog. The form may also be configured to provide feedback to the sender, often by redirecting them to a “thank you” page.

Form setup

In order to tell the browser what to do with the form when it is submitted, you need to enter information in the **Form Setup** dialog. Choose **Form Setup...** from the **Page** menu, on the page containing the form.

Form Setup dialog options

Note: This section refers to the example in the blue tint panel on the next page.

Method *instruction* ①

You can choose from two methods for sending the data in the completed form to the server, **POST** and **GET**. Unless you are told otherwise, you should always leave **Method** on the option **POST**. This sends the information to the server as an actual data stream, whereas **GET** sends the form information as part of the URL.

Action *instruction* ②

This is where you specify the location on the Internet of the script or program that will handle the form results. Note that this can be located on any server anywhere in the world, and does not necessarily have to point to the server that is hosting your site. Normally the action is expressed as a URL. Make sure *not* to enter it in quotation marks.

You can test your form if you wish by pointing it at one of the URLs below—this is a service run free of charge by the NCSA (National Center for Supercomputing Applications), and will return a page to the browser showing the information that was sent to it. You cannot use this action on a form you publish on the web, as it is the visitor who will receive the results of the form, not you! Use it only for testing forms as you construct them, and use it in moderation, as it is a free service.

Encoding

If you wish your form to submit information in a different language encoding, you can specify the encoding type here. You do not normally need to enter any information into this field.

Hidden Fields

Many form-handling programs or scripts require additional information (parameters) to be returned along with the contents of the form. For example, a program which forwards the completed form details to an email address would require to be told which email address the completed information was to be mailed to and the Subject line to use for the email. For information on hidden fields that may be added to your form, see *Hidden fields* on page 207.

Setting up your form scripts

When you ask your ISP about setting up a form, they might give you instructions in HTML code format. It can be a little difficult to work out where this information needs to be entered in the Freeway **Form Setup** dialog; the ISP may provide a script like the example below.



Example form setup code:

```

  ①
<form method=POST action=/cgi-bin/FormMail.pl>
  ③a ③b
  <input type=hidden name=recipient value=email@domain.com>
  ④a ④b
  <input type=hidden name=subject value=The email subject>
  ⑤a ⑤b
  <input type=hidden name=redirect value=http://www.domain.com/thethankspage.html>
  ⑥
  <input type=text name=email>
</form>

```

It all looks very daunting, but getting these instructions into Freeway is straightforward. Copy the script (it will likely have been sent by email or will appear on the support section of your ISP's web site) to your clipboard by selecting it and choosing **Copy** from the **Edit** menu in whatever program you're viewing it. Go to the Freeway page on which the form appears and choose **Paste Special...** from the **Edit** menu. Now check the **Form Setup** dialog and the data will have appeared.

Alternatively, you can add the information yourself.

The first line of information which starts `<form` and ends with a `>` needs to go in the **Form Setup** dialog. `method=POST` means that you need to select **POST** from the **Method** popup. This is the most common setting for the **Method**. The text in quotes after `action=` needs to go into the **Action** field. This is the link which actually calls up the form on the server. You must not put quotes around this as Freeway will add quotes for you.

Any tags which start with `<input` and contain `type=hidden` need to be added as **Hidden fields** in the **Form Setup** dialog. These are invisible to the site visitor but are sent back along with the form for the script to pick up. You can often add additional hidden fields of your own in order to return extra information from your form (for example so that you can recognize which page on your site the form came from).

In this case, we have three hidden fields. Each has a name and a value. The name is in quotes after the text `name=` and the value is in quotes after `value=`. In each case you click the **New...** button in the **Form Setup** dialog. The text after `name=` goes in the **Name** field and the text after `value=` goes into the **Value** field. You should not enter quotes in here as Freeway adds them for you.

Sometimes the script requires that certain fields are present—they are often called required fields. Often the visitor's email address is required in order to send the form. You can add these as normal form items on the page, and you must make sure that the Name field is set correctly. The item in the example above (`input type=text name="email"`) would create a text field item on the page and set the name of the item in the **Text field item output settings panel** in the **Inspector palette** to "email."

Hidden fields

Note: This section refers to instructions in the example set out in the blue tint panel above.

Here are some **Hidden Fields**, which may possibly be used in your form. The "name" part of the name/value pair appears below in bold font:

recipient instruction ③

Indicates where you want the email sent. The value is an email address. This may be called **send to** in some forms.

subject instruction ④

This is the subject you want the email to have when you receive it. The value is something like "Web site form results" (without the quotes) or anything you like.

redirect instruction ⑤

The page to which you want to send the visitor after filling in the form. (This page might say "Thanks for filling in our form.") The value should be the full URL for the page—for example: `http://www.yourdomain.com/thanks.html`. You must create this page as part of the web site and make sure it's available on the server. If you don't add the **redirect** field, a default message will appear instead when the visitor submits the form. This may be called **resulturl** in some forms.

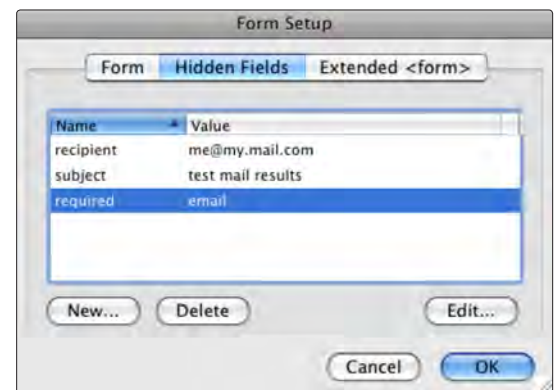
Less common hidden fields

required: This is a comma-separated list of the fields which the user must fill in. The value would be something like: `email, realname, address1, address2` and so on. (It's a good idea to limit this to what is really required, and indicate those fields with an "*" on the original form, as some people find long forms annoying.)

sort: Determines how the fields will be sorted in the email. The value would either be `alphabetic` or `order: name1, name2, name3`.

You will need to find out the specific details for the form from your ISP.

If you need help setting up your form after receiving the necessary information from your ISP, contact Softpress Support.



Form security

If your form sends credit card details or other sensitive information, you should make sure that this will be transmitted securely so that it cannot be intercepted by hackers. The best way to do this is to have the form submitted via a Secure Server. When you use a secure server, the information is encrypted by the browser before it is transmitted across the web. Your web provider may be able to provide a secure server to process your forms—although they may charge extra for this service. If you are selling on the web, you will probably find that customers are reluctant to buy your products if their credit card information is not secure.

Another option is to call the customer to take the credit card information separately. You can also set up an account with an Internet clearing service so that you don't need to deal with the financial transaction at all—a third party processes the credit card transaction and credits the money to your account. However, this may involve a substantial charge.

Where to find out about forms

You'll often find the information on the web site of your web space provider (look in the support section for any information about forms, CGI, or scripts). Or call up and ask about standard scripts for forms—if they don't have a form provided as standard, ask if you can install your own.

Troubleshooting forms

Here are some answers to common problems when setting up forms:

1. *There is a server or browser error when I try to submit the form.*
Make sure you are online when you test the form. Also, make sure that the site is uploaded and running on the correct web server. Some scripts can only be called up from a page on the same web server, so you may find that a script that worked well on one of your web sites doesn't work when you try it on another server. Check the **Action** field to make sure it's exactly right.
2. *The page has some bad characters at the top (for example, extra "<" characters) and the form doesn't work at all.*
This normally happens when you have put the wrong information in the **Form Setup** dialog—for example, if you have put extra quotes around some items, or you've included the whole "<form action=..." in the **Action** field, rather than just the quoted URL.
3. *The email comes back to me, but some of the information is missing.*
First of all, check that you have filled in the **Name** fields on all of your items. If something doesn't have a name, it won't be returned to the form.
Also, some of the forms will only return some particular information so check the instructions. For example, some form scripts might only allow one field to be returned so you have to allow the user to put all the data in one box.
4. *The email comes back, but the items are sorted in a random order.*
Some form scripts sort the information alphabetically or just in the order they happen to receive them. Sometimes you can add a hidden field to specify the sort order of the fields but often you just have to put up with it.
5. *The form works fine, but the visitor is not redirected to my "thanks" page afterwards.*
Some form scripts don't allow the visitor to be redirected. Other problems could be: the form requires a fully specified URL and you've entered a relative link; you have placed quotes around the URL; the page doesn't exist; or you've entered the wrong name for the **Redirection** hidden field.
6. *I am using Radio buttons, but they don't work properly—when I select an option, the others don't turn off.*
Make sure the Radio buttons which are grouped together have the same **Name**. Make sure that each group has its own **Name**.
7. *The information comes back to me, but it's hard to tell which field is which.*
Make sure you've given each item a sensible name in the relevant form **Item panel** in the **Inspector palette**—the default names probably won't be very informative if you don't change them to match your form data.

If you think you've filled everything in correctly but you still can't get the form to work, it might be a good idea to contact your web provider. However, if you want them to look at the code of your form page, make sure you turn on the **More readable** option for the **HTML Output** in **Document Setup**. You can also try contacting Softpress Technical Support, but make sure you pass on all the information you have from the web provider about the form so that we can check this against your form page.

Additional Freeway Actions to help with building forms (Pro only)

Although Freeway offers all the basic tools for building a form, there are some additional Actions you may want to use to enhance or extend the functionality of your form. Below is a list of free Freeway Actions available and what they do.

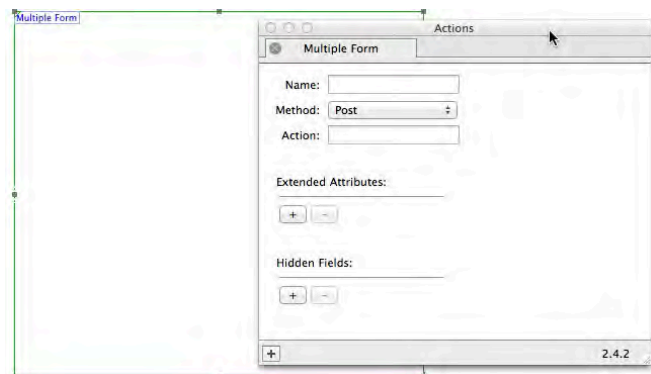
Multiple Form Suite

<http://actionsforge.com/projects/view/24-multiple-form-suite>

Freeway will "wrap" the entire page with a "form tag" when you use a form on the page—so you will need this Action if you are using more than one form on a page.

Note that it is not always obvious what is and isn't a form (such as PayPal buttons which are a type of form). Normally, if it has a "submit" button, it is a form.

If you are using the Send Form Action on your page, select the other form item (or the parent item that contains the form items for the other form) and apply the Multiple Form Action to that item by going to **Item>Actions** and choosing **Multiple Form**.

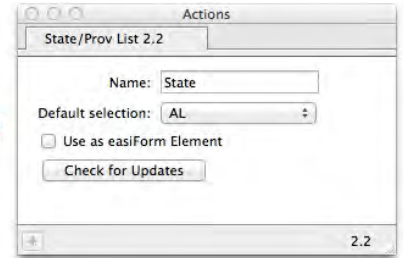


State/Prov List

<http://actionsforge.com/projects/view/54-stateprov-list>

If you want a popup on your form so a visitor can choose the US state or Canadian province where they live, this Action makes it very quick and simple. After it has been installed, you simply need to go to **Insert>Action item** and choose **State/Prov List**.

It also allows you to select a default location that is shown in browser before the visitor clicks on it.

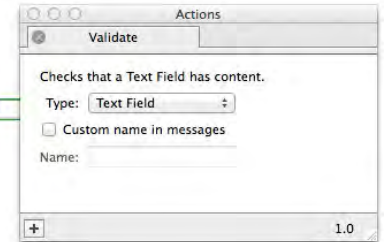


Validate Form Suite

<http://actionsforge.com/projects/view/73-validate-form-suite>

The PHP Feedback Form Action will “validate” the Name and Email fields of your reply form—ie, it will make sure that something has been entered into the Name field and also that the content in the Email field has an “@” character and ends with .com, etc.). If the visitor doesn’t fill in these fields correctly, the form will not be sent. However, you can add other “required” fields on your form by using the Validate Form Suite.

A PDF is included in the download with the Action which gives full instructions on how to set it up.



Country List

<http://actionsforge.com/actions/view/85-country-list>

Just like the State/Prov List, this Action lets you add a Country List to your form. This list contains every country in the world.

The Action also lets you add up to 10 “favorite” countries at the top of the list (so the visitor only needs to choose from the top list rather than scroll through the entire list of countries). The country list itself can also be edited.



Form Element Styler

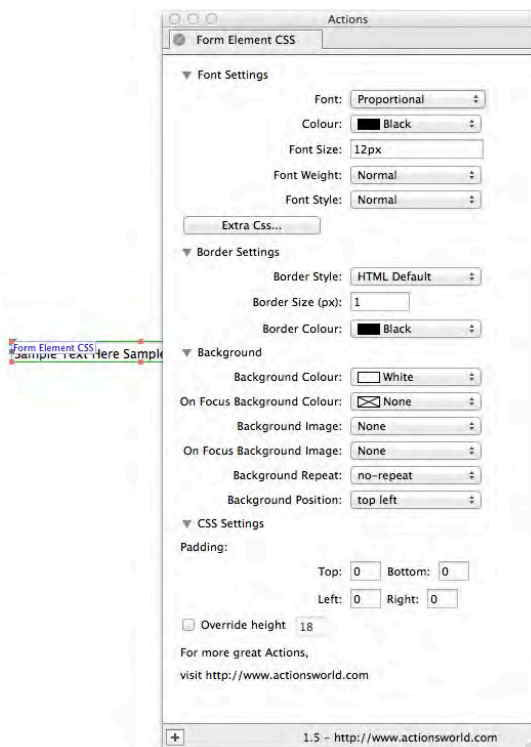
<http://actionsforge.com/actions/view/60-form-element-styler>

This Action is similar to the Form Element CSS Action, and it gives you lots of different ways to style the items on the form. Click on the “Demo” link to see examples and instructions.

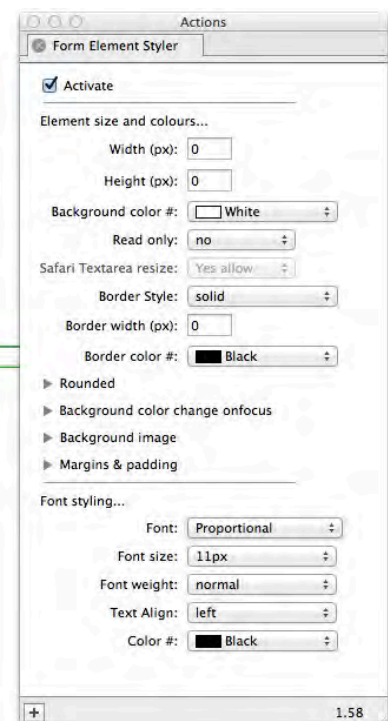
Form Element CSS

<http://actionsforge.com/actions/view/146-form-element-css>

This Action offers very similar styling options as the Form Element Styler options (with some differences). Click on the “Demo” link to see examples and instructions.



There are two third-party Freeway Actions which help you to apply custom styling to various form items—Form Element CSS (left) and Form Element Styler (right)



Accessibility

For all of us, the web is increasingly becoming a part of everyday life. We use it for finding news, shopping, paying bills, searching for jobs, entertainment, and much more. Because it now plays such a vital role, it is important that the content we put on the web be available to everybody, including those who are using assistive technologies such as screen readers or braille converters.

Accessibility Report FW Pro only

The **Accessibility Report** dialog in Freeway Pro displays a list of the accessibility issues associated with the current document or page. The information about each issue tells you what the problem is and which item or page the problem is associated with. If you move the mouse over each item in the list, a help tag is displayed explaining why the issue is a problem for accessibility.

To view the Accessibility Report for an individual page, select the desired page in the Site Panel and choose **Accessibility Report...** from the **Page** menu. To view the Accessibility Report for the current document choose **Accessibility Report...** from the **File** menu.

The following types of issues are reported: problems with pages (e.g. absence of a title), problems with items (e.g. issues with alt text, form items without placeholder text, too much consecutive graphic text, lack of contrast between text and background), problems with links, problems with access keys, and problems with styles (e.g. use of the blink style). Freeway also lists text phrases that have links attached so that you can check that they would make sense when read out of context by a screen reader.

In cases where there is a problem with alt text, the **Accessibility Report** dialog provides a text field where you can edit the alt text.

Usability Report FW Express only

The **Usability Report** dialog in Freeway Express displays a list of usability issues associated with the current document or page. The information about each issue tells you what the problem is and which item or page the problem is associated with. If you move the mouse over each item in the list, a help tag is displayed explaining why the issue is a problem for usability.

To view the Usability Report for an individual page, select the desired page in the Site Panel and choose **Usability Report...** from the **Page** menu. To view the Usability Report for the current document choose **Usability Report...** from the **File** menu.

The following types of issues are reported: problems with pages (e.g. absence of a title), problems with items (e.g. combined graphics covering an entire page, HTML items with text overlapping graphic items, text output as a JPEG, excessive use of graphic text, multiple spaces in HTML text, paragraphs split across flow-linked items), and problems with styles (e.g. use of the blink style, use of font sets that do not contain generic alternatives).

Preview options

Freeway provides some options on the **Preview Toolbar** that can help you to assess how accessible a page is.

Text Size

Clicking on the **Text Size** buttons will increase or decrease the size of HTML text. This can be useful for testing how usable a web layout is at different text sizes. Visually impaired readers may prefer to use larger than normal text sizes. You can also use the standard browser shortcuts: **Command-+** and **Command-minus (or dash)**.

Style sheet FW Pro only

The **Accessibility** style sheet (available from the **Style Sheet** popup) displays how your web page might look to users who are using an accessibility style sheet in their browser.

Refresh

This option will reload the page, as in a browser.

Images

Clicking on the **Images** button will hide or show images on the page. Most browsers will display alt text when images are hidden—but there are some versions of Safari which fail to do this. Freeway uses Safari's Webkit engine to preview web pages, which means that it will mirror Safari's behavior in this respect.

B/W FW Pro only

Clicking on **B/W** will toggle between displaying the page in black and white (grayscale) and in color. If parts of your page become unreadable when it is displayed in grayscale, you should consider using different colors for the benefit of users who have some form of color blindness.

A side-effect of using this option is that JavaScript is disabled when the page is displayed in grayscale.

JavaScript

Click on the **JavaScript** button to disable or enable JavaScript in Freeway's **Preview**. Some users may have JavaScript disabled for security reasons, and some PDAs and mobile phone browsers do not have JavaScript support. In addition, JavaScript effects may be inaccessible to people using a screen reader.

This option can help you to check that your page functions correctly when JavaScript is disabled. You should also check with JavaScript turned off in a real browser.

Other accessibility features

Alt text



Alt text is helpful for people who use assistive technology, such as screen readers, and for people who are using handheld devices or have low bandwidth connections and choose not to display images.

Freeway allows alt text to be set on images and map areas.

Select **Alt Text** in the **View** menu to view alt text and hide images.

Select **Alt Text...** in the **Page** menu to display the **Edit Alt Text** dialog. This allows you to edit alt text on the current page and reports on any problems.

The **Accessibility Report** dialog (available from the **File** and **Page** menus) reports on problems with alt text, and allows you to edit the alt text for these items.

Select **Show Alt Text** from the **Site panel**  menu to display alt text in the **Site panel**. Problems will be indicated by a warning badge on the item's icon. -click on the alt text to edit it.

Access keys

Access keys are a way of providing keyboard shortcuts that offer an alternative way of navigating a page. Unfortunately, they may also conflict with keys that are already being used by assistive software.

See the following web pages for a list of recommended UK Government access keys, and a discussion of problems:

<http://www.hobo-web.co.uk/uk-gov-access-keys/>

Access keys can be set in the **Edit Hyperlink** dialog and in the **Form Output** panel of the **Inspector palette**.

Forms

Forms can be made more accessible by the use of form labels and fieldsets—see the Fieldset Action and the Form Item Label Action, which can be found by searching the Softpress Knowledgebase online.

Select **Tab Order** in the **View** menu to show the tabbing order of form items. The tabbing order of form items is normally the same as the reading order of items on a page: items that are near the top left of the page come ahead of items that are further down or to the right (assuming left-to-right reading order). In the case of layer items, the tabbing order is the same as the stacking order: items that are further back in the stacking order precede items that are nearer the front of the stacking order.

Language

The **Page Output** panel of the **Inspector palette** contains an option to set the language of a page. This is helpful for screen readers. In addition, any spelling language that is assigned to text is now output.

Tables

The **Inspector palette** provides the following options to improve accessibility with tables:

- The **Table Cell** panel can be used to define table headers (helpful for screen readers).
- The **Table Output** panel contains a **Summary** field. This can be used to summarize the table's contents for the benefit of screen readers.

Adding markup code in Freeway

Customizing the HTML output

Freeway's liberation from code is enhanced by Freeway Actions, which offer the ability to extend Freeway's functionality without needing to edit HTML. However, there are some occasions when you may wish to insert extra HTML or other code into the Freeway output directly rather than using a Freeway Action.

Of course, to be able to do this you must know the HTML or JavaScript code that needs to be added to achieve your aim. You also need to have a rough idea of the structure of an HTML document in order to help you know where the extra code needs to go. A final consideration is that you may also need to spend a fair amount of extra time on the project, as setting up special effects (and troubleshooting them if there are any hitches) can take significantly longer than most other work you do on a web site.

Important: Because of the way Freeway works (that is, it generates new HTML pages from scratch whenever a change is made in the Freeway document) it is not advisable to edit the HTML files that are created by Freeway after they have been published. The danger here is that if you alter the page within Freeway after you have edited its HTML file and then rebuild the site, your external changes will be lost.

The different types of markup code

Markup code comes in different types, depending on what the functionality is set up to do and there are three main ways to add custom code to your page:

- Adding code before/after a specific HTML tag
- Adding code in the body of the page
- Extending item tags

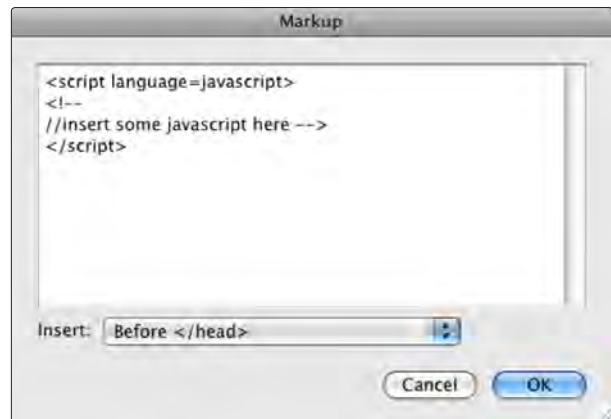
Sometimes it might be that you need to add a combination of two or three of the above, as it will always depend on the code you are supplied with and where you have been instructed to use it.

Adding code before/after a specific HTML tag

The HTML **Markup** dialog provides a simple but powerful means of adding any other custom HTML code or script which needs to be added for a page. Select **HTML Markup...** in the **Page** menu and choose the section of the HTML document into which you wish the code to be inserted from the **Insert** popup menu and paste or type the code into the text field below.

Freeway allows you to store separate pieces of code for each of the different sections of the HTML file created for the page so, for example, you can add code into the **<HEAD>** section as well as at the end of the **<BODY>** section for the same page.

This dialog is often used to add some JavaScript code to the page. The best place to add JavaScript code is in the section **Before </HEAD>**. This places it in the part of the page, which is processed before the **<BODY>** or page content is loaded.



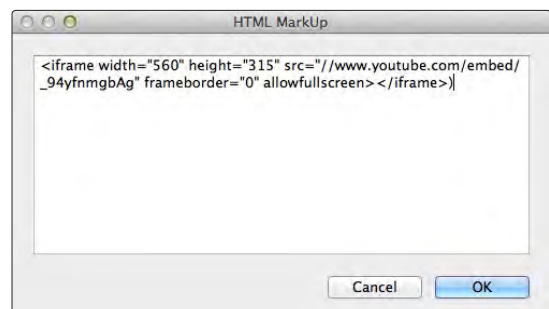
Inserting code at a specific point on the page

Occasionally, it may be necessary to add custom code to your pages at a specific location on the page. For instance, you may want to add a piece of code for a social media button or an affiliate advert. You can use a "markup item" to do this. Markup items are created by going to the **Insert>Markup item** menu in Freeway and then pasting in the code before click **OK**.

After clicking OK, Freeway will place a small item on the page with **<H>** inside it (which signifies that it's a markup item). You can then click and drag a corner handle to resize the item or the item can be selected and then a specific Width and Height value can be entered in the Inspector to make the item the correct size. Some markup code contains pixel dimensions in the code, so it is recommended to use those dimensions for the item so you can position it accurately on your layout.

The screenshot on the right shows some embed code taken from YouTube to display a movie item (sized at 560px wide by 315px high), which can be sized precisely so it can be used at the correct size within the layout of the page.

Not all markup code contains pixel dimensions, but we recommend that you size the markup item approximately so it is close to the size of its content when published. This will help to prevent problems with the item growing on the page to push other content down, making some items on the page overlap (or underlap) other content.




You must ensure that the code you add is valid HTML; Freeway will insert it into the output without altering it.

If you wish to edit a markup item later, simply double-click on the item on the page. Use the **HTML Markup** dialog to edit it and click **OK** again to close the dialog.

Using a Markup item as an inflow item

Markup items can also be added as inflow items within a run of HTML text. To do this, click in the flow of text and then go to **Insert>Markup item**, paste in the code and click **OK**.

The quick brown fox jumps over the lazy dog.  The quick brown fox jumps over the lazy dog.

Note 1: Freeway doesn't read or modify the code that you add in a Markup item. If the code references any images or other files which need to be uploaded to the web site, you will have to upload these manually (see Dedicated FTP tools on page 142).

Extending the code generated for specific items

When you need to add code to the HTML used to represent a specific item, you can use the **Extended...** command. You'll see this command appear in several places in Freeway: on the **Item** menu, in the **Edit Styles** and **Edit Hyperlink** dialog and on the **Page menu**. It is also possible to extend the code generated for frames and for rows and cells of tables created in Freeway.

This method is used to "extend" the HTML code by inserting extra code attributes inside the HTML tag that Freeway generates for that object. When you choose the **Extended...** command, a dialog box appears in which you define one or more "name/value" pairs for the object. You create a new name/value pair by clicking **New...** in the **Extended** dialog. The tag that is going to be extended by the name/value pair you define depends on the type of object selected at the time and which **Extended...** command you're using, and is shown at the top of the dialog box.

- When you use the **Extended...** command on the **Page** menu, the name/value pair you define is added inside the <BODY> tag for that page.
- When you use the **Extended...** command in the **Edit Hyperlink** dialog, the name/value pair you define is added inside the <A> tag. You must define a hyperlink on the selected item in order for your name/value pair to be added to the output.
- When you use the **Extended...** command in the **Item** menu, the tag that will be extended depends on the selected object on the page—this might be if a graphic element is selected, or <EMBED> if a multimedia element is selected.

Other items that can be extended in this way are frames and framesets (using **Extended...** from the **Item** menu), Form items, CSS Layer items, and Styles (these last two apply only to Freeway Pro.).

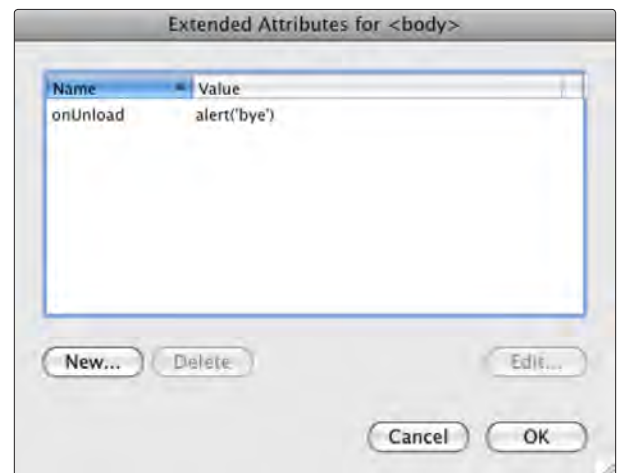
Name/value pairs are defined so that the text you type into the two fields is added to either side of an "=" sign. In addition, the content of the Value field will be enclosed in double quotes on output. For example if you selected **Extended...** from the **Page** menu to extend the <BODY> tag, you could add a **Name/Value** pair as follows:

```
Name: onUnload
Value: alert('bye');
```

This would appear in the output like this:
<BODY ... onUnload=alert('bye');>.

The effect of this would be that when the visitor left your page, a dialog would appear saying "bye".

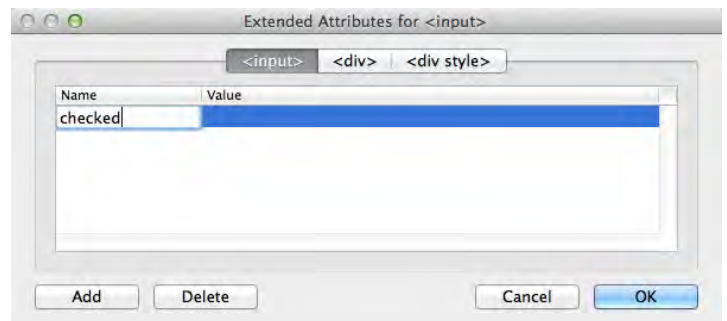
Important: Because Freeway will use double quotes to encapsulate the text you add for the value, you must use only single quotes within the **Value** field.



Minimized Extended Attributes

With HTML5 there are some "minimized" attributes which do not require a Name/Value pair to be set up—for example you can use just the Name "checked" without a Value to make a checkbox on a form to be checked on page load.

Note that minimized attributes are not allowed in XHTML and are automatically expanded by Freeway for XHTML output.



Referencing external URL content when the page is viewed

There are occasions when you want the web page you create to include content dynamically, perhaps referencing graphics or HTML code which changes or is updated more frequently than your page. Examples of this might be advertising banners, counters which record how many visitors have viewed your page or stock market figures which are updated from a database live on the web.

In cases like these, you wouldn't want to import the new content, publish the site and upload the new files whenever the content changes. Instead, you want to leave room in your page for some external content, which is only inserted when the page is viewed by a visitor. There are two ways of doing this, depending on whether the content you want to reference externally is a graphic—generally generated by a script on the web server—or a text file containing a snippet of HTML code—also known as a *Server Side Include*.

Using a URL box to reference external content

In order to reference any external content on the web within a Freeway page:

1. Create or select an appropriately sized box on the page.
2. Position it where you want the external content to appear.
3. Select the **Output** panel in the **Inspector palette**.
4. Set the box to have the output type of **URL** using the **Type** popup menu.
5. You will see new options in the **Output** panel. Using the **Content** popup menu, choose either Image or HTML, depending on whether the external content will be a graphic or a text file containing a snippet of HTML.
6. Type or paste the URL of the external content into the **URL** text field.

When the page is exported, Freeway simply leaves a space in the page the size of the box you drew and either references or includes the contents of the specified URL. When the page is viewed on the web, as long as the external content is available at the specified URL, the page will appear correctly with the external content in place.

- When you specify a URL box by choosing **Image**, the URL you specify is inserted into the Freeway output inside an "IMG" tag as follows:
``

- When you specify a URL box by choosing **HTML**, the URL you specify is inserted into the Freeway output inside an "include" statement as follows:
`<!-- #include virtual=included.inc -->`

Nothing happens when the page is viewed locally, but when the page is requested from a web server, the server automatically extracts the above comment and substitutes the code contained in the file referenced by the URL. This file can be a complete HTML document, but it is better if it just contains the necessary piece of HTML required to achieve its purpose.

Important: If you specify external content in a URL box using the HTML option, this can only be previewed when the pages are served by web server software—you will not see the included HTML when previewing locally in your browser. This is because the comment used to reference external HTML is not an instruction to a web browser but rather an instruction to web server software.

This also requires the web server to be set up to support "Server Side Includes". Many web servers disable this for security reasons.

Import external HTML into a document

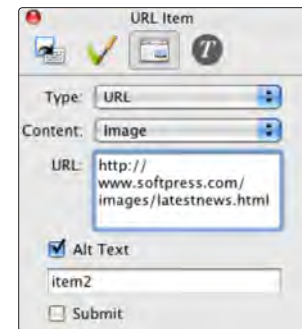
If you have HTML content that you wish to reference within an existing page in Freeway, you can import an HTML text file from disk into a box in Freeway. The imported HTML can't be displayed or edited within Freeway, but it will be visible when the page is previewed in a web browser. The external file must be available when the document is published.

To import HTML content

1. Draw a rectangular box and make sure that it is selected so that the handles are visible. (IMPORTANT: Ensure that you haven't clicked inside the box to create a text cursor).
2. Choose **Import...** from the **File** menu and select the text file containing the HTML code you wish to import.

Note: The file to be imported must be named with the file extension ".htm", ".html", ".asp", ".inc" or ".php".

3. When the text file has been successfully "imported", you will see a text file icon and a reference to the location of the imported file displayed in the box on the page.



You can use complete HTML pages if you need to, although some web browsers may react unpredictably. We recommend that if you are using this feature, the imported HTML file should be edited so as to contain only the parts you actually need.

Bear in mind that some commands in the imported HTML file may conflict with commands used by Freeway, which may cause unpredictable results in the browser. An example of this is imported HTML that contains HTML form commands: form elements created in Freeway may fail to reproduce correctly when the page is viewed in the browser when the "combination page" is viewed.

Advanced techniques for inserting or editing code in a Freeway document

There are some third-party Freeway Actions which help you to add complex code to a page, but please bear in mind that Freeway software support cannot offer help for using these Actions as they require excellent coding knowledge.

The Crowbar Action

This third-party Action can be applied to the page in three different ways (as a Page Action, as an Inline Action or as an Item Action).

See <http://actionsforge.com/actions/view/13-crowbar-inline>

The Protaculous Action

This Action allows you to use functionality offered by the Prototype and/or script.aculo.us JavaScript libraries to your Freeway page. It includes separate observers for the dom:loaded and window:load events, so you can attach code to your page unobtrusively.

See <http://actionsforge.com/actions/view/18-protaculous>

The Source Code Snooper Action

Source Code Snooper allows Freeway users to alter the code that the application generates directly within the application itself, enabling users to tweak the code – from minor amendments to full blown server-side scripting applications.

See <http://www.freewayactions.com/product.php?id=015>

Freeway Actions

What are Freeway Actions?

Freeway Pro and Express come with a set of Actions which you can use to add functionality and dynamic effects to web pages.

This chapter gives information on the use of the “standard” Actions that ship pre-installed with Freeway. Information on the use of custom Actions should be sought from the developer, or may be available on the Softpress KnowledgeBase.

They are comparable to plug-in modules, allowing you to do some remarkable things, which would require sophisticated programming on your part in other programs. Actions can be as simple as making an image change color when a visitor runs their mouse over it, or as complex as controlling forms, browser windows and multiple images, or for such tasks as creating navigation systems, processing graphics, or creating an on-line shop.

Freeway Pro allows you to add further Actions which enhance the functionality of your web pages. Freeway Express allows you to add new Actions that are encoded. You can download custom Actions from the the websites of Action authors (such as ActionsWorld.com or FreewayActions.com), or you can download many others from ActionsForge.com which is the main place to look for after-market Freeway Actions.

You can also create your own Actions following the guide to developing Actions, which is also available from the KnowledgeBase. At the end of this section we have listed some Actions developers’ web sites where you can find other useful Actions.

It’s also helpful to subscribe to the FreewayTalk web forum (<http://www.freewaytalk.net/>) for active discussions about the many aspects of using Freeway and a wealth of tips on using Actions from the Freeway community.

How to use Freeway Actions

All core Actions which ship with the application have their own KnowledgeBase article which tells you how to apply them and what options are available. Go to <http://www.softpress.com/kb/> and search for the Action by name.

Installing extra Actions FW Pro only

Actions can be installed by dropping them directly onto the Freeway application icon, either in the Dock or in the Finder. You can also install Actions through the **Edit Actions** dialog (see *The Edit Actions dialog* below). You can use newly installed Actions immediately—you don’t even need to restart Freeway when you add them.

In Freeway Pro, custom Actions are stored in
~username/Library/Application Support/Freeway Pro/Actions

You should ensure that the Action has a *.fwaction* extension prior to installation. Other extensions, such as *.act3* used for Freeway 3 Actions, will also work.

Managing Actions

Action Files

Freeway Actions which ship with Freeway Pro and Express are stored in text files within the Freeway application bundle. Third party Actions are installed in the Application Support folder, in the user’s Library folder (see *Installing extra Actions* on page 216 for more information).

The Edit Actions dialog

The **Edit Actions** dialog can be accessed from the **Edit** menu by choosing **Actions...**. The **Edit Actions** dialog allows you to switch individual Actions or sets of Actions on and off.

There are 5 columns in the **Edit Actions** dialog:

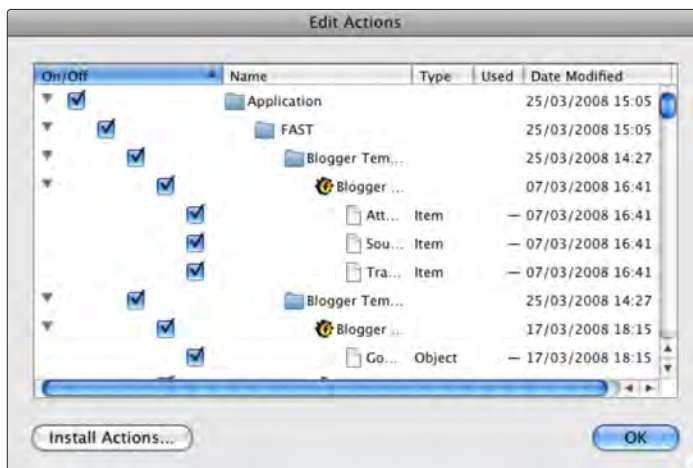
On/Off: Allows you to disable an Action so that it will no longer appear in the Freeway interface.

Name: Shows the names of the Freeway Actions and the files and folders which contain them.

Type: Denotes the type of Action: *Object* (Free-standing), *Page*, *Folder*, or *Item*.

Used: Tells you how many times an Action has been used in the current Freeway document.

Date Modified: Tells you the date of the last modification to a particular Freeway Action file. This can help you to ensure that you have the latest version of a particular Action.



Duplicate Actions

If you have two Actions of the same type with the same name, Freeway will disable the older version by default and will warn you when you run or switch into Freeway. If you look in the **Edit Actions** dialog you will be able to find out which one has been disabled. If you wish to use a different Action, you can disable the Action currently in use and enable the one that has been disabled.

Modifying Actions

Because Freeway Actions are contained in standard text files, this means that you could modify them according to your own needs. Some of the Actions are very simple, but some are more complex and can interact with other Actions, so it's probably a good idea not to edit them unless you know what you are doing.

Freeway Express Actions are encoded, so it is not possible to edit them.

Writing Actions FW Pro only

If you wish to write your own Actions, see the Softpress Knowledgebase at (<http://www.softpress.com/kb/questions/153/>). You might also wish to share the Actions you write with other Freeway users. If you have some Actions that you would like to submit for inclusion on the Actions web site, please contact Softpress Technical support at support@softpress.com—it is helpful if you can also provide full documentation and examples for other Freeway users to follow.

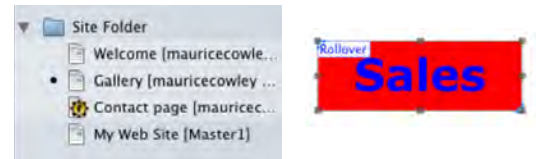
Third Party Actions

If you find that the standard shipping Actions don't quite fit your requirements, there are lots of third party Actions available. Here are some URLs to find numerous free and paid-for Actions:

<http://www.actionsforge.com/>
<http://www.freewayactions.com>
<http://www.actionsworld.com>
<http://www.freewaystyle.com>
<http://t2studios.com/freeway/>
<http://www.freewaypro.com/>

Actions in the Freeway interface

When Actions are applied to parts of a design in Freeway, there are various visual cues which appear as you work.



Anatomy of the Actions palette

Title tab and close button: clicking this button removes the Action. (Not all Actions have this button.)

Add Action button. Pressing this calls up the Add Action dialog.



Action version number. Clicking this shows an information panel about the Action.

Note: This is a general overview of a typical graphics Action. There are slight variations in the **Actions palette**, depending on which Actions have been applied.

Types of Actions

There are four types of Freeway Action:

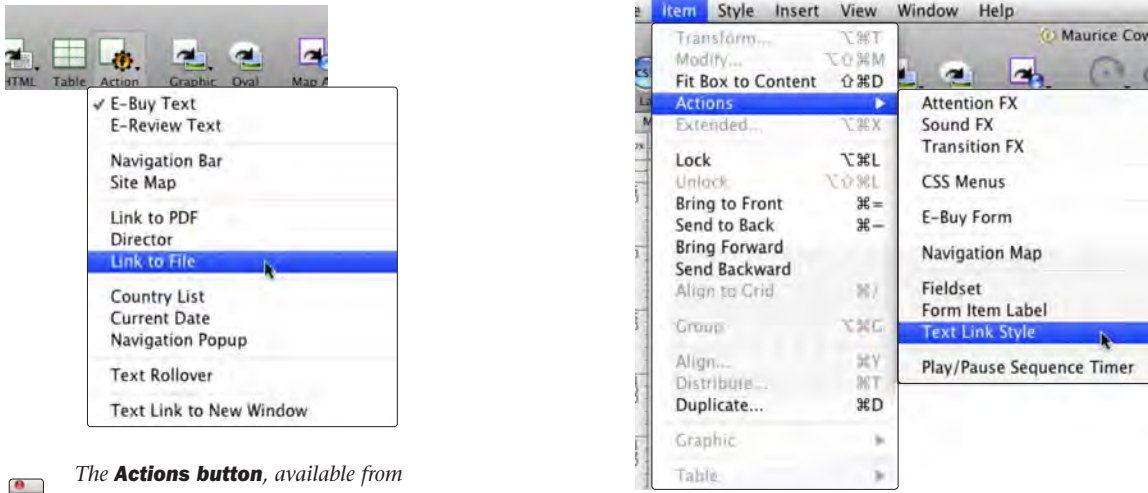
Item Actions: These are applied to existing items on your page. An example is a rollover: an image is swapped for another when the mouse moves over it.

Page Actions: These are applied to the page itself. Examples are a background sound when the page is loaded or a timed redirect that automatically sends the viewer to a new page after a defined period.

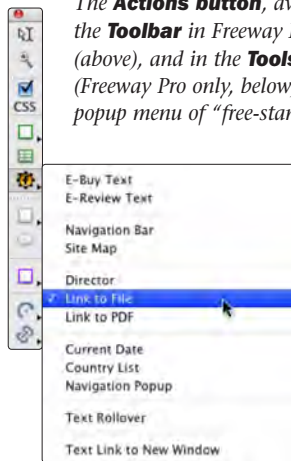
Folder Actions: These are applied to a folder in the **Site Panel**, or even the main “root” folder to which your site is published. A good example of this is the Freeway Shop Action suite.

“Free-standing” Action Items: Like other Freeway items, these are drawn on the page or inserted from the **Insert** menu. An example is a popup list of countries, which can be added to a form.

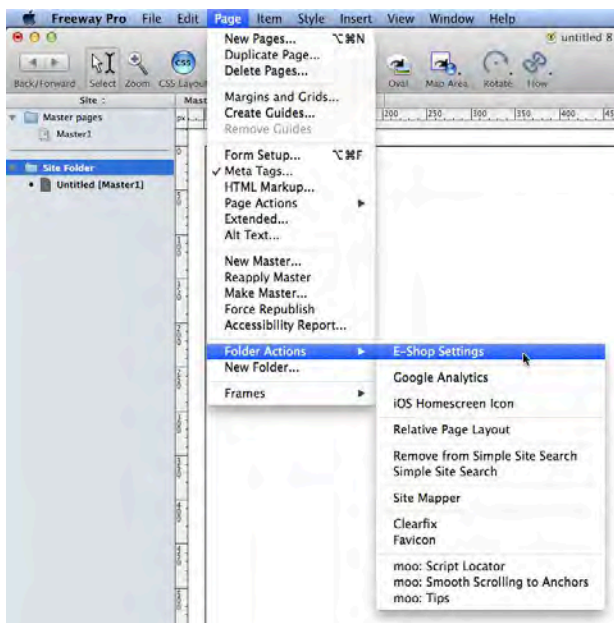
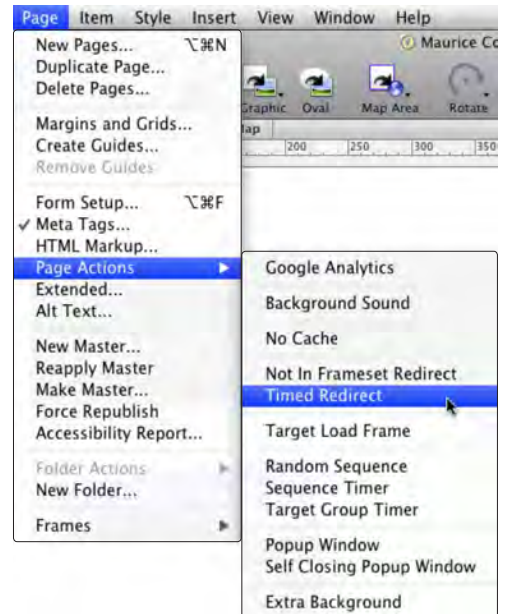
The applications for Actions technology extend to database connectivity, DHTML animation, ad banners, counters, and much more. A selection of Actions ships with Freeway, and a growing library of Actions is available for free download from the Softpress KnowledgeBase.



The **Actions button**, available from the **Toolbar** in Freeway Pro and Express (above), and in the **Tools palette** (Freeway Pro only, below), presents a popup menu of “free-standing” Actions.

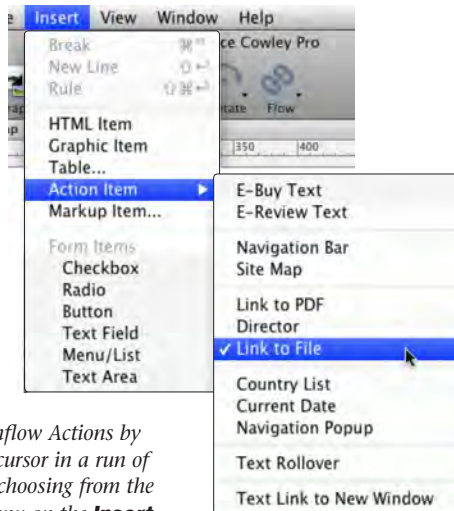


The **Actions** submenu on the **Item** menu. This menu contains different content depending on whether the item in question is HTML or graphic. Some of these Actions can also be applied to folders in the web site hierarchy. The **Page Actions** submenu on the **Page** menu, right, lets you apply Actions to an entire page rather than just items on that page.

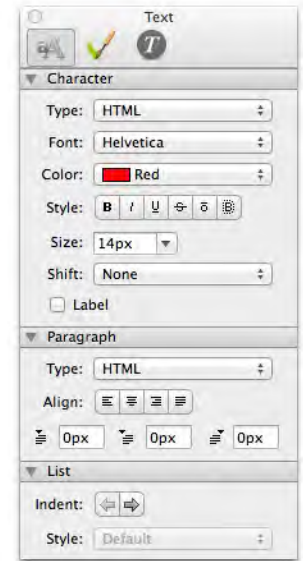


To apply an Action to a Folder you first need to select a folder in the Site Panel and then the Folder Actions sub-menu will be active in the Page menu.

Another method of applying a folder Action is to select a folder in the Site Panel and then click on the “+” button in the bottom left of the Actions panel to choose from the available Actions.



You can create inflow Actions by placing the text cursor in a run of HTML text and choosing from the **Action Item** menu on the **Insert** menu. This menu offers the same Actions as those available from the **Toolbar Actions** button or the **Tools palette**.



To apply styling to a standalone Action, all you need to do is to draw an HTML item on the page, click inside it, type a space, go to **Insert>Action item** to add the standalone Action and then type another space. Now go to **Edit>Select All** to select the Action item as well as both spaces and then you can apply whatever styling you want to use in the Inspector.

Freeway Pro users can also select a standalone Action item on the page and apply a pre-determined custom CSS text style.

Appendices

This section of the Freeway Reference covers the different types of layout methods used to build web sites with Freeway, setting Freeway's Preferences, working with Document Setup, the Freeway toolbar and how to customize it, and lists the keyboard shortcuts.

APPENDIX 1—Layout Methods in Freeway

APPENDIX 2—Preferences and Dialogs

APPENDIX 3—Keyboard Shortcuts

Appendix 1

Appendix 1: Deciding on your layout method in Freeway Pro

When you start a new project it is very important that you first consider what type of behavior you want your site to have when it is viewed in a browser, because once you have started in one particular type of layout, it can often mean that you will need to start again from scratch if you later decide you want the page to behave differently. There are four main methods used to build your pages in Freeway Pro:

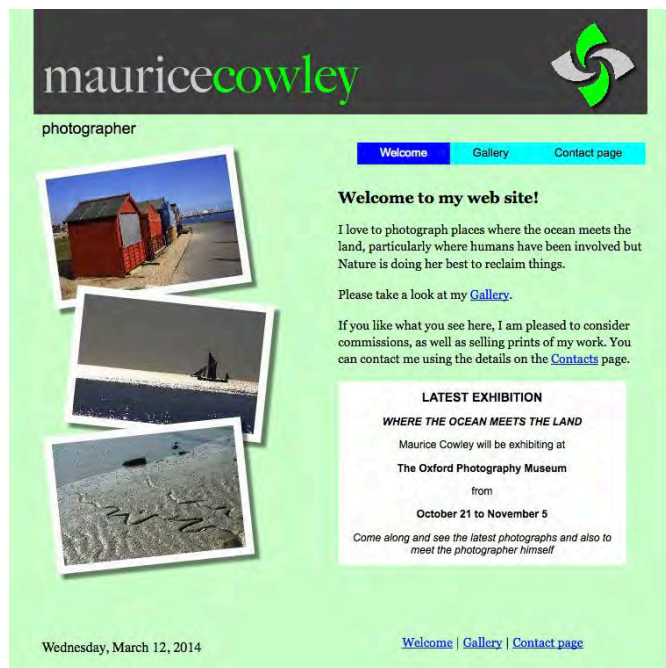
- Table-based layout
- CSS-positioned layout
- CSS-positioned layout with Relative Page Layout
- Inflow layout

Table-based layout (Express or Pro)

This is the most basic type of layout, and it is normally the first method used by those starting out with Freeway. If you build the **Using Freeway tutorial** site you will very quickly learn how to work in **table-based layout**. Note that table-based layout is the only layout method supported in Freeway Express, and while Pro offers additional layout methods many Pro users also can start out with table-based layout by working with the Pro-only CSS Layout button switched off.

Using table-based layout is simply a case of drawing, inserting or dragging and dropping items onto your page—and because Freeway is WYSIWYG (what-you-see-is-what-you-get) the position of the items used on your page will appear in virtually the same place when you preview the page in a web browser. This layout method is called table-based because when you “publish” your file (by clicking on the Preview button or clicking on the Browser button to preview in a browser) Freeway will build an invisible table to contain all the items on the page and to keep those items in position.

The main advantage of using table-based layout is its sheer simplicity. It is very quick and simple to build pages by adding new items to the page and then moving them into position. Another benefit is that because the page content is held inside the invisible table that Freeway builds when you publish the file, if the height of any item increases slightly when it is rendered in a browser (which often happens with HTML text to varying degrees), the content below will be pushed down the page automatically.

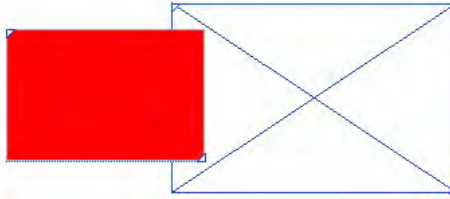


The above screenshot shows how the Home page of the Using Freeway tutorial renders in a browser when viewed at the default Zoom level.

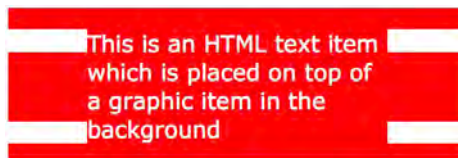


This screenshot shows how the Home page of the Using Freeway tutorial renders in a browser when Command+ has been used twice with “Zoom Text Only” switched on. Even though the text size has been increased, you can see that table-based layout pushes the content down on the page automatically so the layout doesn’t break.

There are, however, a few limitations in table-based layout, such as not being able to place an item on top of an HTML item which has content or graphic effects applied (as that will make the HTML item “overflow”) and placing HTML items on top of graphic items usually results in the graphic item slicing apart as the content of the HTML item grows when rendered in a browser.



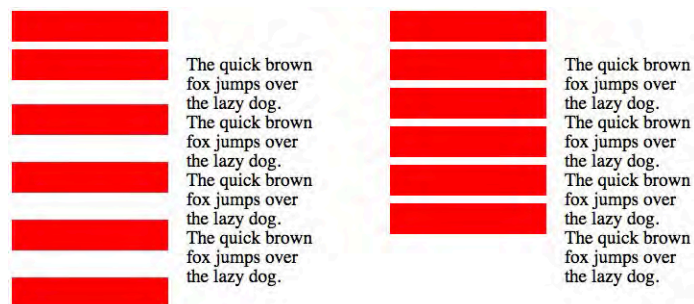
If an item is placed on top of an HTML item which has content inside it, the HTML item in the background will “overflow” and its content will not be published. This is a limitation of using table-based layout.



When an HTML text item is placed on top of a graphic item, if the HTML text grows when rendered in a browser (which it often does), that will force the graphic background item to “slice” apart to show the page background in between.

Another disadvantage of using table-based layout is that you will not be able to use many of the more complex Freeway Actions (because for those Actions to work it requires an item to be a layer item so it can be targeted specifically).

Occasionally, the spacing between table-based items can behave a little erratically—and that is usually caused when a long HTML item is used alongside a column of separate items, such as navigation buttons. This can happen if the HTML text grows slightly in height when viewed in a browser, which can force the column of separate items to display with uneven spacing. The simple fix for this is to draw a marquee around the column of graphic buttons and then go to **Item>Group** to group them (which will force Freeway to publish all the items in the column into a single “cell” of the invisible table).



When HTML text is placed alongside separate items when using table-based layout, it can sometimes force items apart when the HTML text grows when rendered in a browser. In the right-hand example above, the red boxes have been grouped into a single group item which usually fixes the problem.

Using HTML text in table-based layout you need to be aware that the background of an HTML text item is never invisible when placing that item on top of another item on your page. Even if you set the background to “None”, the background of the item containing the text will be white. This isn’t too big a problem if you want to place the text on top of an item or page/background item which is a single color (as you can sample the background color and use that color as the background color of the HTML text item), but it is a very big problem if you want to place HTML text on top of a photograph or a graphic with a gradient color background.

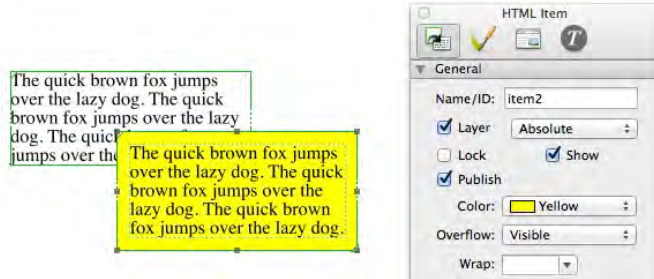


This screenshot shows that HTML text items will always display with a white background (even if the background is set to “None”). This is another limitation with table-based layout.

Table-based layout does not let you draw items on your page which can be made to extend to the full width of a browser window. The only way to make that work is to embed a graphic item in the page’s background so it can be made to “tile” horizontally to always fill 100% width in the browser window as a header bar. Although that workaround can be used to create a header bar, there is no reliable method of setting up 100% width mid-page or footer bars in table-based layout.

CSS-positioned layout FW Pro only

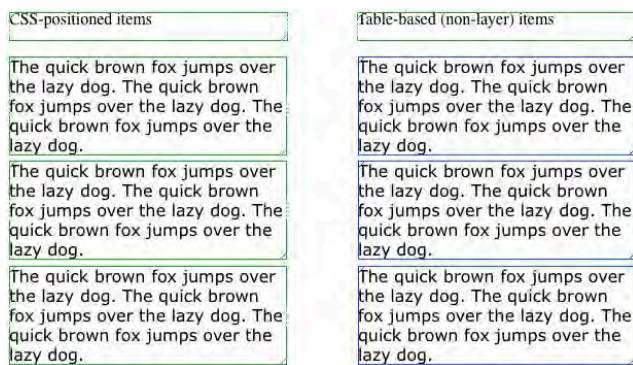
This is very similar to the table-based layout workflow, but you work with the CSS Layout button on Freeway Pro's tool bar switched on. With the button switched on, every item you draw on the page will be used as a "layer" item and, if you select an item, you will see the Layer option (or the CSS option for inflow items) checked in the General Settings tab of the Inspector. Note that there is no CSS Layout button in Express.



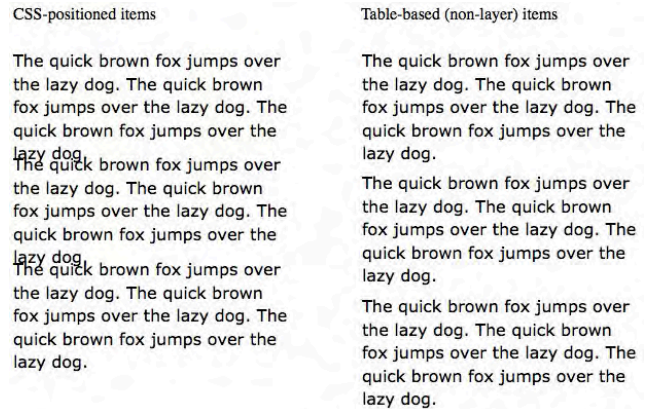
With the CSS Layout button switched on, all items drawn on the page will automatically be used as layer items. The items' outlines will display in green and the Layer option is switched on in the Inspector when the item is selected.

There are many advantages of using CSS-positioned layout over table-based layout—and the main ones are that you can place HTML text items on top of other items so the HTML item has a transparent background; placing an item on top of an HTML item doesn't make the item behind "overflow" like table-based layout; and because each layer item is a separate object on the page (and not a cell of a table or larger structure), this means that you can use many of the more complex Freeway Actions to set up fading transitions, sliding, etc.

The one crucial difference between table-based layout and CSS-positioned layout is—as the name suggests—layer items are positioned using CSS (using co-ordinates which are based from the top left corner of the page). In some ways this sounds like it is an advantage, because the items will be located in exactly the positioned they have been placed on the page—but in reality it is a disadvantage because if any HTML text content on the page grows in height when rendered in a browser, that can often mean that the text grows to a line or two longer to point where it overlaps the item(s) below. Unlike table-based layout, which moves the rest of the content down the page automatically when the content above it grows, CSS-positioned layout will mean that nothing moves down the page automatically because the items are fixed in position.



This screenshot shows how two columns of three separate HTML text items have been created in a Freeway file. The left column (with green outlines) are CSS-positioned (layer) items, and the right column (with blue outlines) are table-based (non-layer) items.



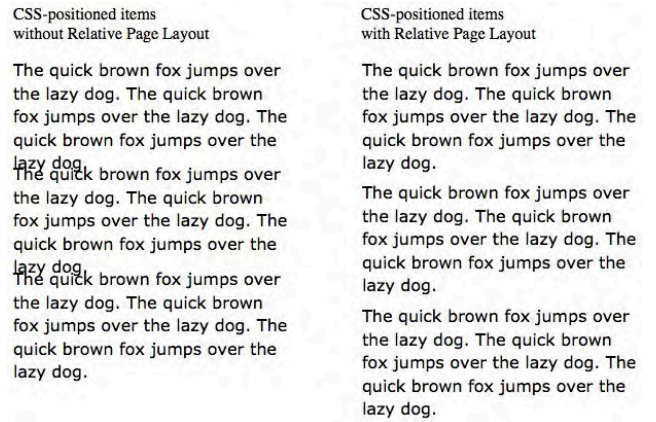
This screenshot shows how the items shown in the previous screenshot are rendered in a browser. Note that because the left column of HTML text items are fixed in position using CSS (because they are CSS-positioned items) they will not automatically move down the page if the browser renders the text slightly larger, and this results in each item overlapping the item below. Every browser renders HTML text slightly different in size, although it varies from browser to browser and font to font.

Because of this inherent behavior in CSS-positioned layout in Freeway, we have introduced Relative Page Layout (see below) which makes CSS-positioned items behave like table-based items in terms of the items moving down the page when content above grows—so this gives you the best of both worlds.

Again, like table-based layout, CSS-positioned layout does not let you draw items on your page which can be made to extend to the full width of a browser window. The only way to make that work is to use a very limited workaround by embedding a graphic item in the page's background so it can be made to "tile" horizontally to always fill 100% width in the browser window as a header bar. There is no reliable method of setting up 100% width mid-page or footer bars in CSS-positioned layout.

Using Relative Page Layout (RPL)

As mentioned above, using Relative Page Layout (which we call RPL) together with working with the CSS Layout button switched on offers you the benefits of both types of layout.



Using Relative Page Layout will make CSS-positioned items behave like table-based items (see previous screenshot). For this screenshot, RPL has been applied to the Site Folder and the three HTML items in the left column have the Remove from Relative Page Layout Action applied to them.

To use RPL on your Freeway project you should read through the detailed KnowledgeBase article at <http://www.softpress.com/kb/questions/319/> which tells you everything you need to know.

There are, however, a few limitations you need to be aware of. Although RPL is very clever, it can't calculate every layout—so there are some things you should try to avoid, and there are some things which can be fixed by using a Freeway Action specifically offered for such problems. It can sometimes appear that a layout is completely breaking when in reality just one item on the page needs to be fixed for it all to work exactly as it should.

RPL has been designed to expect items to be completely on top, completely behind or a completely standalone item. However, if there are items which partly overlap (or partly underlap) one or more items, RPL may have problems knowing what exactly you want it to do. This is when RPL needs a helping hand.

Usually there are three options to fix RPL problems—moving an item slightly so it doesn't partially overlap (or underlap) one or more other items on the page; selecting the item which RPL is having difficulty with, then applying the Remove from Relative Page Layout Action to it; and sometimes selecting two or more items (especially if they are overlapping/underlapping) and grouping them so they are treated as a single item. This is covered in detail in the KnowledgeBase article on troubleshooting RPL problems at <http://www.softpress.com/kb/questions/287/>.

In the troubleshooting article mentioned above, you will also get help with any error messages you might see when working with RPL. The most common error message is shown when an item is not a layer item. For RPL to do its work on the page, every single item on the page must be a layer item.

Inflow layout FW Pro only

Inflow layout (often called “inline CSS layout”) offers the web designer all the functionality you need. Building sites which are “fluid” (ie, sites which are based on percentage widths, so the width of items will change according to the size of the browser window) and sites which use full-width header and footer bars can only be built when using inflow layout even when the page width itself is a fixed width.

In the next section the ways to build percentage-based and fixed-width inflow layouts will be explained. Inflow layout is more complex than the layout methods which have been covered earlier—and you will need to understand the different height and width attributes involved to make the layout work reliably.

It is very important to plan ahead so you consider which layout method you need to use to achieve the site layout that you require—because changing your mind later in the project will usually require you to start the site again from scratch.

Inflow layout tutorial

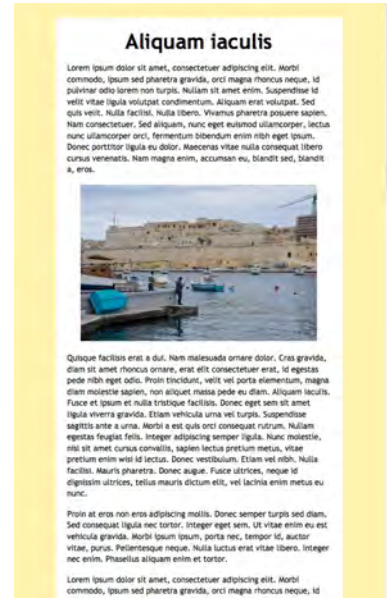
Percentage-based inflow layout

This type of layout method is sometimes called “fluid layout” because the layout of the page will reflow as the containers holding the content of each item grow wider or narrower as the browser window is resized.

Some web designers prefer the width of the container items on the page to stay at a fixed width (although full-width items such as header and footer bars still fill the width of the browser window regardless of its size) because the page layout can look very different when viewed on small screens and huge desktop screens. Fixed width and other inflow layout is discussed later.

Many people like to use percentage-based inflow layouts because they can be made to adapt well to different screen sizes, and with careful consideration with the design of the site it is possible to achieve a design which looks fine on a full-sized desktop computer screen as well as on a smartphone when the screen is used in portrait mode. However, it will always be a limitation of this type of layout that viewing the page on a very large screen can mean that paragraphs of text may run to just one or two lines, which can compromise the original design of the page layout.

In the screenshots right and below you can see how a percentage-based inflow layout can be made to work on very wide desktop screens as well as narrow smartphone screens.



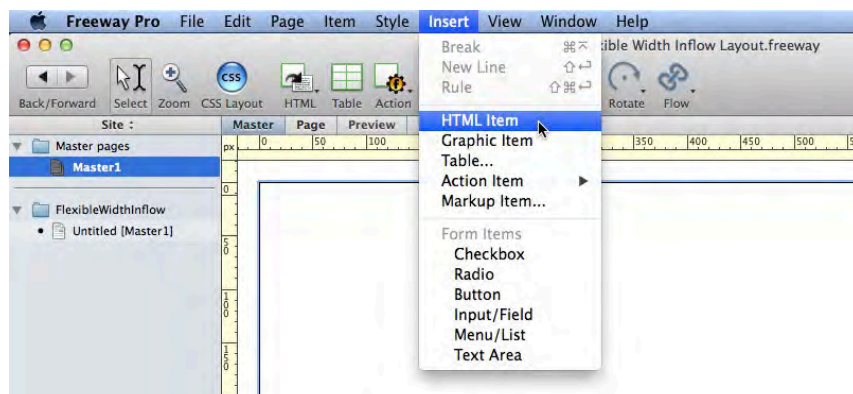
Creating a percentage-based inflow layout page

All inflow layout uses the same basic principles of embedding items inside other items (sometimes to many levels of embedding), which is why the layout method is called “inflow”.

To start with you need to create a new document. The size of the page isn't particularly relevant because the page size will ultimately depend on how large the visitor will use their browser window when they view the file online. However, you need to have enough room to work on your layout in Freeway so create a new document using the **Blank** template in the **General** template folder, give the new file a name, choose where you want to save it and click **Save**.

First thing to do is to click on the Master1 page then set the **Width** popup in the **Measurements** panel of the **General Settings** tab of the **Inspector** to **Flexible**. It is important to note that you need to leave the Align popup of the page set to None, as the alignment of items in inflow layouts are controlled by “Margins” and “Floats” (which will be covered later).

Next you need to create a “wrapper” to contain all the items used on the page. To do that, double-click in the empty page area (so you can see a flashing text cursor in the top right of the page) and then go to **Insert>HTML item** to place an HTML item in the top left corner. This item will be sized at 100 pixels square, which is the default size of items inserted using this method.

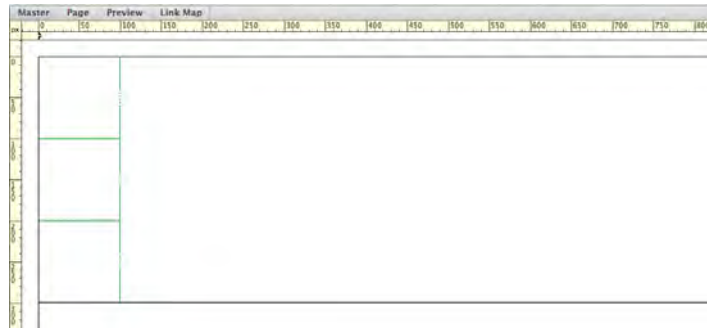
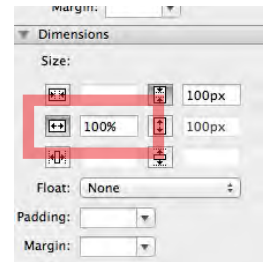


Select the HTML item you inserted, then enter **100%** in the **Width** field in the **Dimensions** panel of the **Inspector** and type a **Return**.

This now means that the page “wrapper” has a width of 100% of whatever size the browser window is used at, so it will always fill the width of the browser window and this item is effectively the background of the browser.

Now you need to set up the items which will make up the content of the page itself.

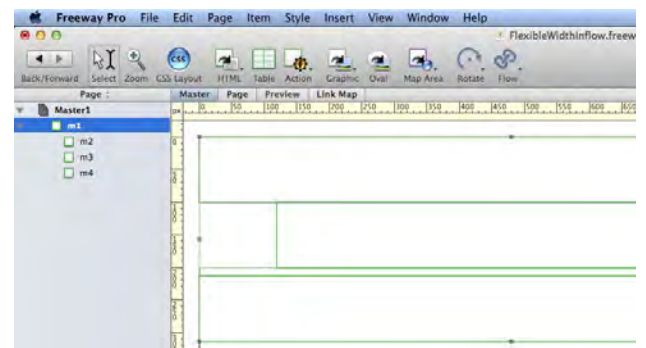
Double-click inside the HTML item page wrapper item and go to **Insert>HTML item** three times. Because the wrapper item uses the default Height setting of Minimum, this will make the wrapper item grow in height to fit all three inserted items.



Select the top HTML item then click on the **Width** popup in the **Measurements** panel of the **Inspector** and choose **Available**. Choosing Available will make that item fill the available width of its parent item (which is the page wrapper), so that will also give the top HTML item you inserted an effective width of 100%. Select the third (bottom) HTML item you inserted and set that width to **Available**. Finally, select the middle HTML item you inserted, click in the **Width** field in the **Dimensions** panel, enter **75%** and type a **Return**.

You will now see that the top and bottom HTML items fill the width of the page wrapper item and the middle HTML item fills three-quarters (75%) of the page wrapper—and that item is aligned left inside the page wrapper. To center an inflow item within its container, select the middle HTML item, click on the **Margin** popup in the **Dimensions** panel of the **Inspector** and choose **Auto**.

This is a good time to point out the benefits of giving your items logical names so you will be able to identify them when you start to build your pages, so click on the header bar of the **Site Panel** (to toggle the view from **Site to Page**) so you can see the items on the Master page in a list in the Site Panel. You can see in here that you have one item at the top of the list (which is the page wrapper item you first inserted) and three other items which are embedded “inflow” within the page wrapper.



Select the page wrapper item (it should be called “m1”) then **Alt-click** on it and rename it “pagewrapper” (without the quotes). Now rename the inflow items m2, m3 and m4 as headercontainer, pagebodycontainer and footercontainer respectively.

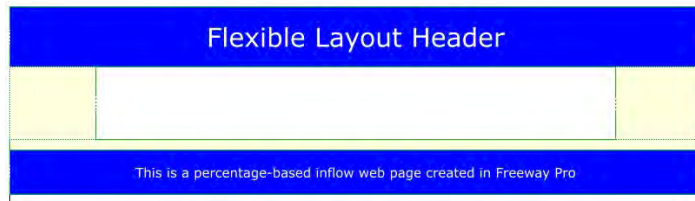
While the items are displayed in the Site Panel, you can apply colors to each of the items so it can be previewed in a browser to see the current structure. Select the pagewrapper item and give it a color with a Hex value of FFFDD. Select the headercontainer and footercontainer items and give them a color of blue, then select the pagebodycontainer item and give it a color of white. Now preview the file in a browser.

In the browser window you will see that the header and footer bars in blue always fill the browser window’s width and the white page area is always centered within the browser window with the area each side of it filling the rest of the browser window’s width. Although it isn’t too easy to see at the moment, this is the bare bones of a web page which has a header and footer area and a flexible main page area which is always sized to 75% of the browser window’s width.

It is important to point out here that each of the items has a Height attribute set to Minimum—and the reason for this is that because none of the items have content inside them (other than the pagewrapper item) giving the items an undefined height will make the item collapse so it is just 1px high, so this needs to be done after the items have content placed inside them. For now, however, we can give the pagewrapper an undefined height—and this is done by selecting the item in the Site Panel list then choosing Flexible in the Height popup in the Measurements panel of the Inspector.



Let's add some text to the header and footer bars. Select both items one at a time and click on the Padding popup in the Dimensions panel of the Inspector and choose 20px. Doing this will place 20 pixels of space around the inside of the item. After that, click inside the items and enter some text and style it, align it, etc., and then give both items an undefined height by selecting them one at a time and choosing Flexible in the Height popup in the Measurements panel of the Inspector. Preview the file in a browser again to see how it looks now.



Now we can add two panels of text inside the main body area of the page. Because the pagebodycontainer item has a percentage width, it is important to give percentage widths to items embedded inside it.

Select the pagebodycontainer item and give the item 20 pixels of Padding in the Dimensions popup of the Inspector.

Double-click on the pagebodycontainer item and go to **Insert>HTML item** twice. Select the top item and click on the **Float** popup in the **Dimensions** panel of the **Inspector** and choose **Left**. As soon as you float the item left the second HTML item will automatically jump up so it is alongside the first item.

Select the second HTML item and choose **Right** in the **Float** popup in the **Inspector's Dimensions** panel. This will align the item right within the pagebodycontainer item.

Select the first HTML item again and you will see that although the parent item (the pagebodycontainer item) has a percentage width, the new items have been inserted with the normal default of a fixed width of 100px. With the item selected, enter **72%** in the **Width** field of the **Dimensions** panel in the **Inspector** and then select the second HTML item and give that item a **Width** of **25%** using the same method.

Now select each of the inserted HTML items in turn and apply a **1px** black border in the **Border** panel of the **Inspector's Paintbrush** tab then give them logical names in the Site Panel (name the first HTML item leftpanel and the second HTML item rightpanel).

Because there is some content inside the pagebodycontainer item, you can now select that item and change the **Height** popup in the **Inspector's Measurements** panel to **Flexible**. After that, click in the **Height** field in the **Inspector's Measurements** panel and enter **1000px** for both of the inserted HTML items before previewing in a browser to see it all looking a lot more like a proper web page. Test the percentage widths set on the pagebodycontainer, leftpanel and rightpanel items to see that as you change the width of the browser window the items change in relation to each other.

Going back to your Freeway file, select the leftpanel item and give it a **Padding** of **3%** in the **Dimensions** panel of the **Inspector** then enter a lot of dummy text to almost fill the leftpanel item and give the item an undefined height by clicking on the **Height** popup in the **Inspector's Measurements** panel and choose **Flexible**. If the dummy text is less than the 1000px you originally had set, the item will reduce in size to fit the text that is now inside it.

Let's make the rightpanel item a column of two small box panels. To do that, first select the rightpanel item and remove the black border from it, double-click inside it and go to **Insert>HTML item** twice. Select each of the inserted HTML items in turn and choose **Available** in the **Width** popup of the **Measurements** panel of the **Inspector** to make them fill the width of the rightpanel item.

Now select the top HTML item, apply a 1px black border to it and then, with the item selected, click on the **Margin** popup in the **Measurements** panel of the **Inspector**, choose **Custom...**, enter **20px** in the **Bottom** field and click **OK**. What this does is to add 20 pixels of spacing between the two boxes in the right column. Margin is the opposite of Padding in that it adds space to the outside of an item rather than the inside.

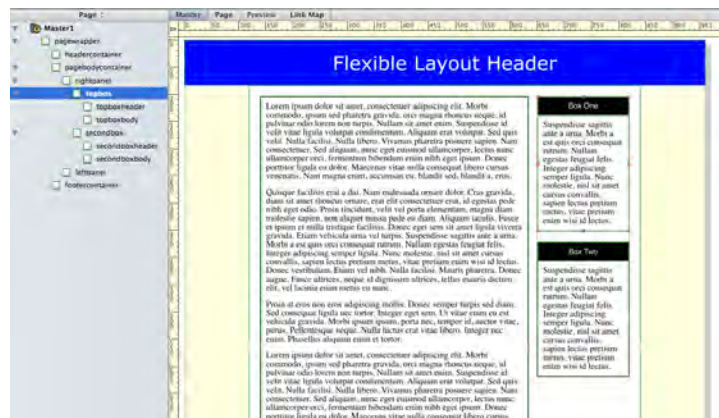


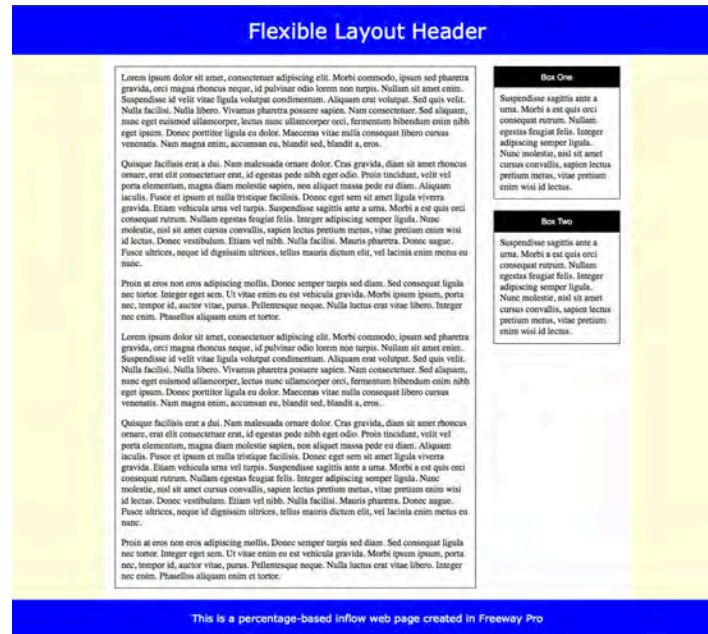
Double-click inside the top box item, and insert two new HTML items then give both the new items a **Width** of **Available**. Select the first HTML item, give it a **Padding** of 10px in the **Inspector's Dimensions** panel, enter the text "Box One", style the text so it is in centered White type of 14px Helvetica, select the HTML item, apply a Black background and then click on the **Height** popup in the **Measurements** panel of the **Inspector** and choose **Flexible** to give it an undefined height.

Select the second HTML item, apply a **Padding** of **2%**, add some dummy text inside the item and then give it an undefined height.

Repeat this to add content to the second box item in the rightpanel column (using the heading name of "Box Two") and then you need to remember to select the item called rightpanel and give it an undefined height.

Finish off by giving the names of the items in the Site Panel list logical names so they are easy to identify and then preview the file in a browser to see how it looks and to test the page again by changing the width of the browser window.





When you preview the page in a browser you may well find that the layout is not working correctly. This is because there is an issue when using a floated item inside a parent item which has a background color or embedded image applied to it. To fix this, the thing you need to do is to apply the Auto Clearfix Action to the page. You can get the Action for free from <http://actionsforge.com/actions?q=clearfix> (after signing up if you have not done so already). After downloading and installing the Action, go to **Page>Page Actions** and choose **Auto Clearfix**. Now try previewing in a browser again and the problem with the layout should be fixed.

Fixed width inflow layout

Some website designs, especially complex multi-column layouts, don't lend themselves well to being built with flexible widths, and many designers simply prefer using a fixed width layout because the content will not reflow and change the look of the page when viewed in different sized browser windows.

A fixed width inflow layout is one which will show the browser background in equal amounts either side of the pixel width set for the page and when the browser window is made too narrow to display the full width of the page, the browser will simply chop off page content from the right side.

The workflow is very similar, and the main difference is that all width values are set as pixel widths (such as 200px rather than 20% for example when using a 1000px width page) in the Inspector.

The default Width setting for the page in Freeway Pro will be set to Maximum, which means that the width of the page can shrink, but it cannot grow so it's larger than the maximum value entered in the Dimensions panel, even if the browser window is made larger.

The main disadvantage of fixed width layout is that mobile devices will display the full width of the page so it fills the screen of the device—so viewing a web page on a smartphone in upright aspect will always mean that text is very small. However, most mobile devices work in such a way that double-tapping on a touchscreen will make a specific column fill the width of the device's screen, which make it quick and simple to read columns of text and other content.

Another method used by some designers is to build sites using duplicate content which are made to display more appropriately on smartphones and/or tablets, and this is done by applying the Mobile Redirect Action on the normal site's Home page so that when the visitor enters the URL of the site (or links to it from a link or search engine result) the web server will check to see what device they are using—and they will automatically be forwarded to the optimum version of the site for that type of device. You can read more about the Mobile Redirect Action on the KnowledgeBase at <http://www.softpress.com/kb/questions/369/>.

Different options for the page width FW Pro only

If you want to build a percentage-based layout but you don't want the layout to change dramatically when the browser window is made wider or narrower, you can always compromise by using one of three other types of inflow layout offered by Freeway.

If you click on the **Width** popup in the **Measurements panel** of the **Inspector**, you will see three more options other than than **Fixed** and **Flexible**:

- **Minimum:** Choosing Minimum or Minimum (%) for a page width or item width, you can choose a specific value which will mean that the browser will never shrink the width of the page or item below that point. For example, choosing 600px will mean that the browser will reduce a flexible width layout when the browser is made narrower, but the page or item will never shrink to a value of less than 600px. Using Minimum (%) you can specify a percentage value which will be used as the minimum width of the page or item.

- **Maximum:** This works in a similar way as Minimum (above) except that it specifies the maximum width an item can grow to when the browser window (or device screen) is wide enough for the width of the page or item to grow. For example, choosing 600px will mean that the browser will expand a flexible width layout when the browser is made wider, but the page or item will never grow to a value of more than 600px. Using Minimum (%) you can specify a percentage value which will be used as the maximum width of the page or item.
- **Min/Max:** As the name suggests, this lets you apply both a minimum and a maximum width for a page or item.

Height Options for Inflow CSS HTML Items FW Pro only

With an HTML item selected on the page, the Page Inspector offers the following options in the Width popup:

Fixed Height

An item with fixed height will always be displayed at the same height regardless of its contents. If an item has a fixed height of 100px, but the contents are 200px high, the item will be half the height of the content.

Fixed % Height

If the height is a percentage, it will always be displayed at the same percentage height, but that will vary depending on the height of its parent.

Flexible Height

An item with flexible height will grow and shrink to fit its contents. This is similar to the “Height can shrink” option in earlier versions of Freeway. Flexible-height items are displayed with undefined height in the Dimensions section of the Inspector palette.

Minimum Height

An item with minimum height has a flexible height that will not shrink below the value that is set as its minimum height. If the content is added to an item, or the content is increased in size, the item will grow to accommodate the content. If content is removed, or the content is decreased, the item will stop shrinking when it reaches the value entered in the **Minimum Height** field. Minimum heights can be fixed pixels (in which case you should use this option) or percentage based (see below).

Minimum % Height

This setting works in exactly the same way as the Minimum Height option (above), but it is specifically for percentage-based values.

Stretchy Height

An item with stretchy height is defined by its top and bottom offsets, and will grow or shrink as its parent grows or shrinks.

Width Options for Inflow CSS HTML Items FW Pro only

With an HTML item selected on the page, the Page Inspector offers the following options in the Width popup:

Fixed Width

An item with fixed width will always be displayed at the same width regardless of its contents. Use this option if the item has a fixed pixel width

Fixed % Width

If the width is a percentage, it will always be displayed at the same percentage width, but that will vary depending on the width of its parent. Use this option if the item has a percentage-based width.

Flexible Width

An item with flexible width will grow and shrink to fit its contents. This is similar to flexible height, but you should be careful about using this option with paragraph text – unless it is constrained in some other way, an item may expand so that all the text in a paragraph is fitted on a single line.

Minimum Width

An item with minimum width has a flexible width that will not shrink beyond the value that is set as its minimum width. If the content is added to an item, or the content is increased in size, the item will grow to accommodate the content. If content is removed, or the content is decreased, the item will stop shrinking when it reaches the value entered in the **Minimum Width** field. Minimum widths can be fixed pixels (in which case you should use this option) or percentage based (see below).

Minimum % Width

This setting works in exactly the same way as the Minimum Width option (above), but it is specifically for percentage-based values.

Stretchy Width

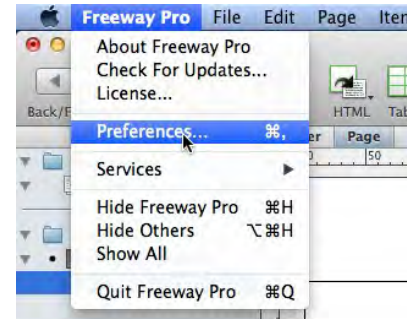
An item with stretchy width is defined by its left and right offsets, and will grow or shrink as its parent grows or shrinks.

Working with preferences

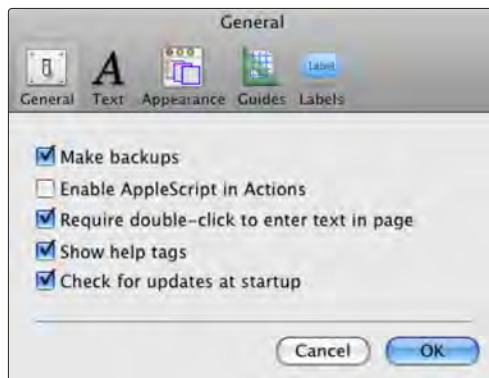
The preferences for both Freeway Pro and Express are split logically between those that affect the application itself, and those that refer to the individual document.

Preferences, found under the **Freeway** menu, allow you to set the working environment within Freeway. The **Document Setup** dialog, from the **File** menu, contains options that you can use to customize the output Freeway generates.

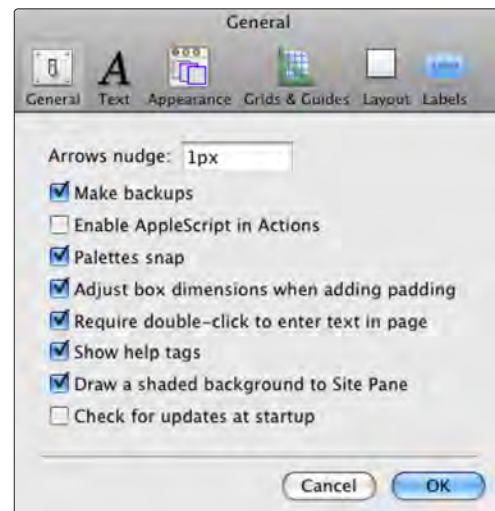
The changes that you make in **Document Setup** will affect the current document you're working in. To make the current settings your new application defaults so that they will affect any new documents you create, close any open documents, then reopen **Document Setup** from the **File** menu.



General panel



General preference panel: Freeway Pro (left); and Freeway Express (above).



Arrows nudge FW Pro only

In Freeway, you can move or resize selected items using the arrow keys on the keyboard. The value set for **Arrows Nudge** is the nudge distance. Normally, this is set to 1px.

Make backups

When saving an existing document for the first time, Freeway automatically makes a backup version saved in the same location, with a ".fwbackup" extension to the file name. This ensures that if your document is lost or damaged, you will have a backup version to which you can revert. If you do not wish this to happen, you can deselect the **Make Backups** checkbox. You should be careful to keep manual backups in this case.

Important: A backup is only made the first time you save after opening an existing document and make changes. Freeway does not make incremental backup copies as you work. If you want to do this, you can either save a copy manually from the **File** menu, or make copies manually in the Finder.

Old Selection Behavior FW Pro only

This preference allows you to revert to the way that older versions of Freeway behave when an item is clicked on. In current versions of Freeway, clicking on an item selects it as an item, and you normally click a second time in order to edit text or pan graphics.

In older versions of Freeway, you had to click on the edge of a text or graphic box (or **Command**-click on the box) in order to select it, since a single click or drag would edit the text or pan the graphic. The new behavior makes it easier to select items, but existing users who are used to the old behavior can choose it via this preference.

Palettes snap FW Pro only

In Freeway Pro, all palettes can be made to snap together at any edge. Once snapped, the group of palettes can be **Command**-dragged as a set. If you prefer palettes not to snap together, uncheck this preference.

Adjust box dimensions when adding padding FW Pro only

Changes the size of graphic and HTML items to keep the content the same size when adding padding. With this option turned off, adding padding of say 6px to a box adds 12px to the height and width in the design view.

For more information about padding, see *Padding and Margins* on page 65.

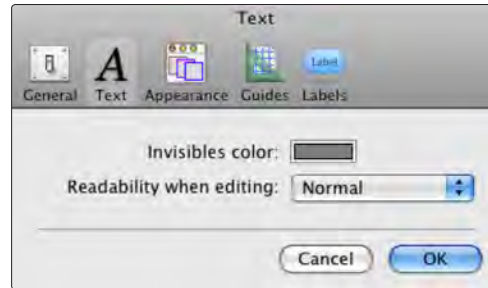
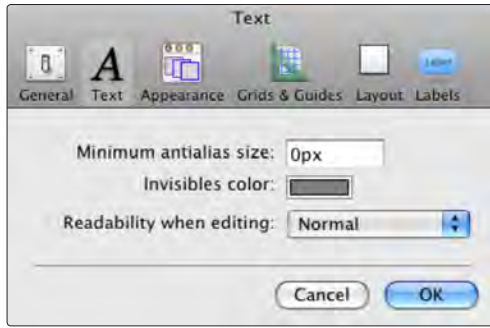
Enable AppleScript in Actions

The ability to run AppleScripts in Freeway Actions is switched off by default. If you see an error message in the Actions palette stating that AppleScript is required, you will need to switch this option on.

Show Help Tags

With **Help Tags** enabled, as you pass your cursor over the elements within palettes and dialog boxes, a small explanatory label will pop up.

Text panel



Freeway Pro (left); Freeway Express (above).

Minimum anti-alias size FW Pro only

This option lets you define a minimum size for applying anti-aliasing (smoothing) to graphic text. As anti-aliasing softens the edges of lines, small fonts can appear blurred when anti-aliasing is applied. The default is 0px.

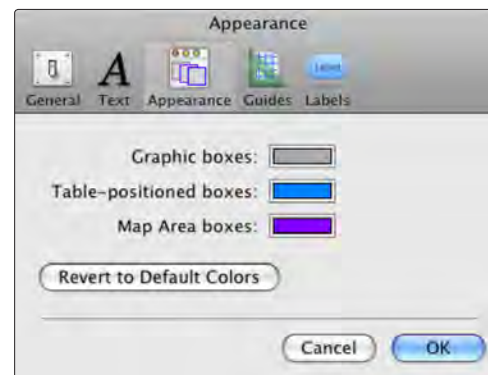
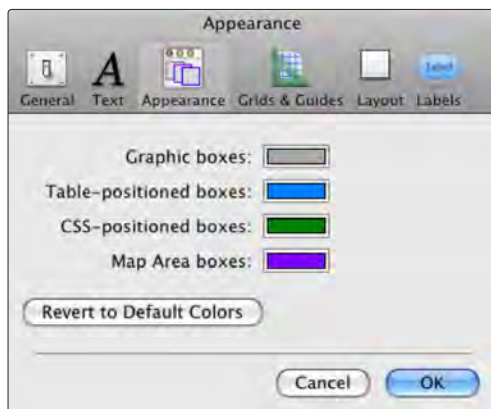
Invisibles color

When you choose to display invisible characters (such as spaces and carriage returns) while working in Freeway, you can choose which color they are displayed in. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color. Show or hide invisible characters by choosing **Invisibles** from the **View** menu.

Readability when editing

If you edit text that does not contrast with its background (e.g. yellow text on a white background), Freeway uses the **Invisibles color** to display the text while you are editing it. The **More Readable** option causes this to happen for a wider range of contrasts.

Appearance panel



Freeway Pro (left); Freeway Express (right).

Graphic Boxes

Specifies the color used for the border of graphic items. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

Table-Positioned Boxes

Specifies the color used for the border of HTML non-layer items. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

CSS-Positioned Boxes FW Pro only

Specifies the color used for the border of HTML layer items. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

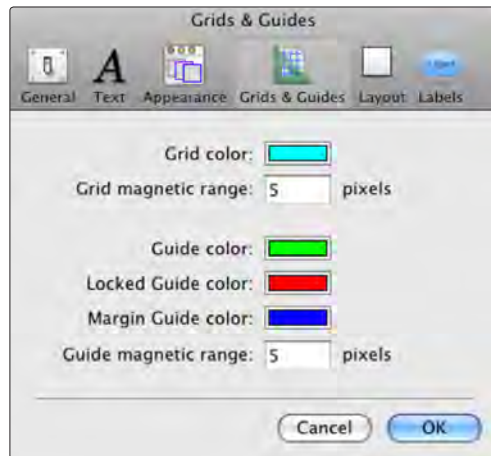
Map Area Boxes

Specifies the color used for the border of map area items. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

Revert to Default Colors

Restores the original default color values if you have changed them.

Grids & Guides panel



Freeway Pro (left); Freeway Express (above).

Grid color FW Pro only

Specifies the color used to display the grid lines. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

Grid magnetic range FW Pro only

Specifies the snap-to distance for grids. The default is 5 pixels.

Horizontal/Vertical guide color

Specifies the colors used to display the horizontal and vertical ruler guides. **Link** is checked by default, which makes the horizontal and vertical lines the same color. If you want horizontal and vertical guides to show as different colors, uncheck **Link** and click on the relevant color swatch button to define a new color. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

Margin guide color FW Pro only

Specifies the color used to display margins. Clicking the color button opens the Mac OS X system color picker dialog where you can choose a new color.

Guide magnetic range FW Pro only

Specifies the snap-to distance for guides. The default is 5 pixels.

Document Setup

Document: Freeway Pro

Default page size

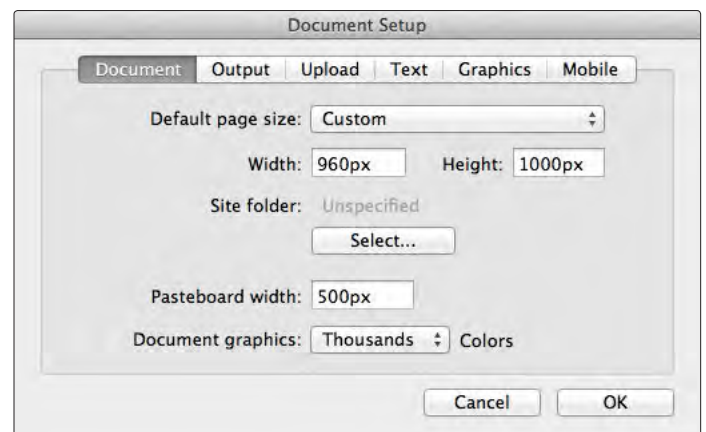
Specifies the default size of pages in your site. Choose from one of the predefined page sizes from the popup menu, or choose **Custom** and specify the size explicitly in the **Width** and **Height** fields.

Site folder

Click the **Select...** button to specify the location of the **Site folder**, which will be used to contain the HTML and resource files when the site is published.

Pasteboard width

Specifies how far the pasteboard extends in each direction outside the page area.



Document graphics FW Pro only

When you import a bitmap image into Freeway, Freeway notes the location of the original file on your computer. It also captures a 72ppi (pixels per inch) version and stores this internally within the Freeway document.

256 colors will give the smallest Freeway document size; **Millions** of colors will save the highest possible quality image with your Freeway document, allowing high quality images to be generated when you publish your site if the original images are not available.

Choosing 256 colors is not recommended for normal use, as it means that Freeway will not have sufficient information to export images at reasonable quality if the original image is unavailable.

Note: Changing this option affects newly imported graphics. If you wish to re-import existing graphics, select **Resample All** in the **Edit Resources** dialog.

Document: Freeway Express**Default page size**

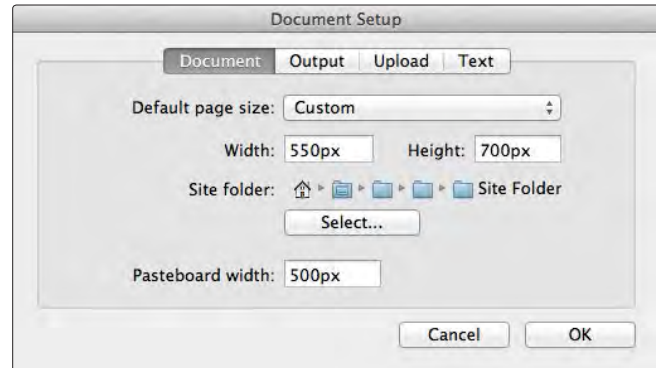
Specifies the default size of pages in your site. Choose from one of the predefined page sizes from the popup menu, or choose **Custom** and specify the size explicitly in the **Width** and **Height** fields.

Site folder

Click the **Select...** button to specify the location of the **Site folder**, which will be used to contain the HTML and resource files when the site is published.

Pasteboard width

Specifies how far the pasteboard extends in each direction outside the page area.



Above: The **Document Setup** dialog in Freeway Express (above) showing the options in the **Document** tab. Below: Freeway Pro showing the options in the **Output** tab.

Output**Freeway Pro****Default HTML** FW Pro only

Specifies the default standard of HTML generated by Freeway Pro. For more information about the different HTML levels available, see *Default HTML* on page 15 and *Setting the HTML level* on page 19.

HTML code

This determines the formatting applied to the HTML generated by Freeway. Note that this option has no effect on the appearance of the page in a browser.

More Efficient leaves out optional white space to make the files as small as possible.

More Readable makes the HTML easier to read by indenting the output.

Line Feeds FW Pro only

Macintosh, DOS, and UNIX use different linefeed characters. Selecting **DOS** or **UNIX** will allow the HTML text files to be read more easily on DOS/UNIX systems. This doesn't matter for browsers, but may be important for CGI scripts, etc.

Resources

For more information, see *Resources* on page 16.

File names

This specifies the conventions used to generate the file names of HTML files and resources when the site is published.

Alphanumeric: restricts the file names to letters and digits, as required by older servers.

DOS: restricts the file names to 8.3 format for maximum compatibility with MS-DOS web servers.

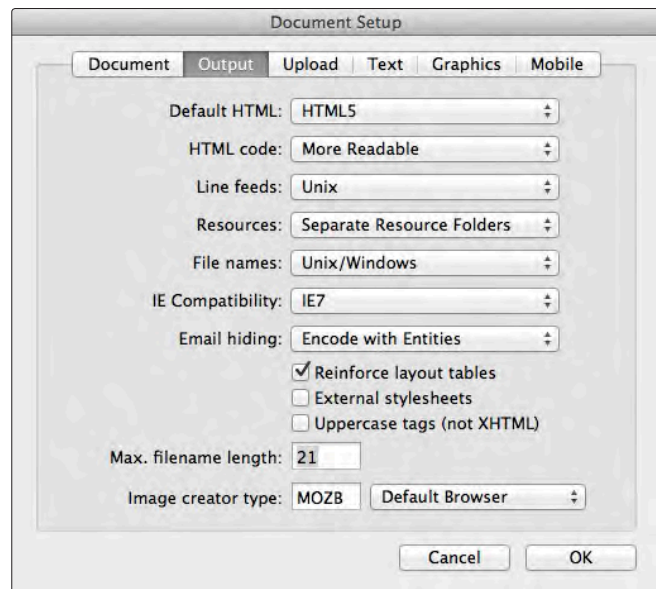
UNIX/Windows: (recommended) generates file names suitable for UNIX or Windows servers.

Reinforce layout tables FW Pro only

For technical reasons, the layout tables generated by Freeway's output may need to be reinforced to prevent browsers distorting the layout. Freeway Pro gives the option to insert invisible GIF images that are scaled to precise widths to reinforce the table. This option is on by default.

External Stylesheets FW Pro only

Stores CSS style sheets in a separate file from the HTML. This option is off by default, because some Actions may exhibit problems with an externally referenced style sheet.



Uppercase tags

Specifies that the HTML tags should be generated in upper case rather than the default lower case. This is not applicable to the XHTML output options in Freeway Pro.

IE Compatibility

This setting specifies that Freeway will write an IE-specific stylesheet which contains style definitions that used to work around some of the known display problems in IE 6. For more information, see *Freeway and IE compatibility* on page 142. **IE Compatibility** defaults to IE7.

Max. filename length FW Pro only

This specifies the maximum length of automatically generated filenames.

Image type creator FW Pro only

When Freeway Pro creates image files, they are given a creator type to control which application will be used to open them. By default this is set to the default browser, as specified in **Preview Setup...** on the **File** menu.

For consistency you may wish to change the creator type to that of another application. Either type in a new creator type (these are a Mac OS attribute and are case sensitive) or choose the application you wish image files to be associated with using the **Choose Application...** command.

None: specifies no creator type.

Other: allows you to specify the four-letter creator type explicitly.

Default Browser: sets the image creator type to the default browser.

Choose Application...: allows you to set the creator by selecting an application on your hard disk.

Freeway Express

HTML code

This determines the formatting applied to the HTML generated by Freeway. Note that this option has no effect on the appearance of the page in a browser.

More Efficient leaves out optional white space to make the files as small as possible.

More Readable makes the HTML easier to read by indenting the output.

Resources

For more information, see *Resources* on page 16.

File names

This specifies the conventions used to generate the file names of HTML files and resources when the site is published.

Alphanumeric: restricts the file names to letters and digits, as required by older servers.

DOS: restricts the file names to 8.3 format for maximum compatibility with MS-DOS web servers.

UNIX/Windows: (recommended) generates file names suitable for UNIX or Windows servers.

Uppercase tags

Specifies that the HTML tags should be generated in upper case rather than the default lower case. This is not applicable to the XHTML output options in Freeway Pro.

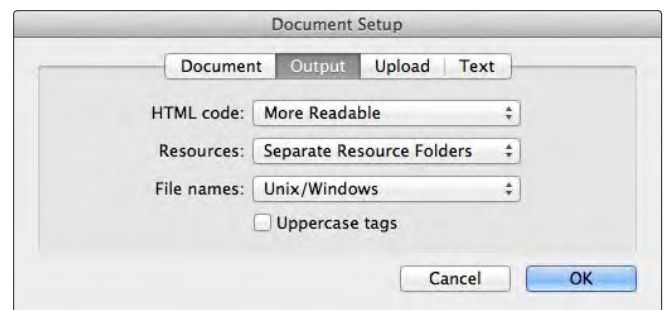
Upload

The **Upload** panel specifies the default upload method for when your document is uploaded to a web server using the **Upload...** command on the **File** menu.

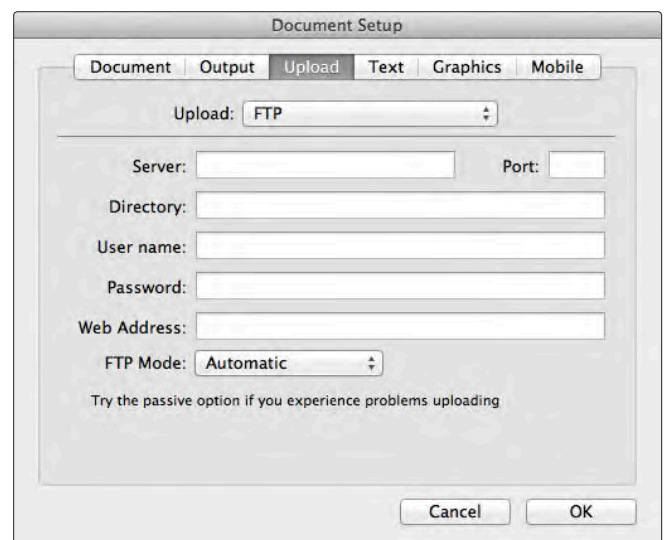
There are four upload options, selected from the **Method** popup menu:

FTP: File Transfer Protocol. The default method of uploading web sites to a server. You will need to provide the **Server**, **Directory** (folder on the server), **User Name**, and **Password** information. Consult your service provider for this information if you don't have it to hand.

File Copy: This setting allows you to copy to a site located on a local volume (or on a server accessed using a local network). This will



The **Document Setup** dialog in Freeway Express, showing the options in the **Output** tab



The **Document Setup** dialog in Freeway Pro (above), showing the options in the **Upload** tab

normally be the method to use if you have your own web server, or if you will publishing your site using your own computer and Personal Web Sharing (or similar software). Choose a local hard drive, folder or networked server by clicking the **Select...** button.

FTPS (Secure FTP): The encrypted version of FTP which some web hosts want you to choose as your preferred upload method.

SFTP (SSH File Transfer): Another encrypted version of FTP, this method uses the secure SSH protocol.

Your web host should have sent you information telling you whether you should use FTP, FTPS or SFTP to upload your files to your web server.

File Copy is generally only used if you prefer to upload your files manually to your web server.

For information about uploading your web site, see *Uploading* on page 136 and *Setting the upload options* on page 137. For information about publishing using your own computer, see *Publishing your site using personal web sharing* on page 139.



The **Document Setup** dialog in Freeway Express (above), showing the options in the **Upload** tab

Text



The **Document Setup** dialog in Freeway Pro (left) and Freeway Express (right) showing the options in the **Text** tab

This option specifies the default encoding and language used for HTML generated when the site is published, and the default fonts used to display text in the Freeway document when editing the site.

Default encoding FW Pro only

When left at **Automatic**, the encoding is chosen based on the text in the site. Alternatively, you can choose an encoding from the popup menu.

Spelling/Hyphenation language

Specifies the language used for spelling in the Freeway document.

Default fonts for encoding

Allows you to specify the font and size to use for displaying both standard and fixed width text in your Freeway document for each of the encodings you want to use. Select the encoding from the popup menu, then specify the fonts and size using the **Standard** and **Fixed-width** popup menus.

Graphics FW Pro only

Freeway Pro uses certain default values for GIF, PNG, and JPEG images that it creates. These can be controlled on an image by image basis using the **Item Output** panel of the **Inspector palette** or you can change the default values Freeway uses.

GIF/PNG

Allows you to specify the default color palette, and whether the resulting images will be interlaced. The settings for GIF and PNG are similar, but there is an option for PNGs to be saved with a color depth of "millions".

JPEG

Allows you to specify whether images are made progressive, and the default compression/quality level. The higher the quality setting, the larger will be the images exported by Freeway.

What is meant by Interlaced and Progressive?

Interlaced GIF and PNG graphics are displayed gradually as the file is downloaded by the browser. Your viewers see the image forming as they wait for the full file to download. Interlaced graphics may have slightly larger file sizes, but let viewers on slow Internet connections, such as a modem, to begin to see an image before it is fully loaded.

Browsers can display JPEG images gradually as the file is downloaded so that viewers see the image forming on the page in their browser. Note that progressive JPEGs are generally larger and take slightly longer to download than non-progressive JPEGs.

Apply bilinear scaling to images

This option allows you to determine whether images will be scaled using bilinear filtering. Bilinear scaled images generally look smoother than images that are scaled without bilinear filtering. This setting will not affect images imported as pass-through into HTML item boxes.

Dither images with 256 or fewer colors

This setting automatically dithers images with fewer than 256 colors to improve their appearance.

Mobile FW Pro only

Freeway Pro offers a dedicated tab in the Document Setup dialog for Mobile options.

ViewPort Width

This popup offers four options:

Automatic

This is the default option, and with this option chosen it will mean that a smartphone or tablet device will simply fill the device's screen with the full width of the website. This will mean that if you have a website with a page width of 960px, the screen will display that 960px across the full width of the screen (ie, the browser background will not be visible in the width). One of the major benefits of this is that the site will always fill the device's screen width, regardless of whether you change the screen from upright to landscape aspect.

Device Width

This option will display the web page at its full size according to the pixel dimensions of the screen. This will mean that if you view a web page on an iPhone in upright mode you will only see the top left of the website, containing just 320px or 640px of content across the width (depending on whether it is being viewed on an iPhone 3 or iPhone4 and later) and just 480px, 960px or 1136px of height (again depending on the model). To view the whole page the visitor will need to pinch on the touchscreen to zoom out to display the full page. This is the option you should use if you are building a smartphone specific web page (by using the Mobile Redirect Action).

None

Selecting None will mean that no ViewPort attribute will be used—which will mean that the default of 980px will be used.

Other

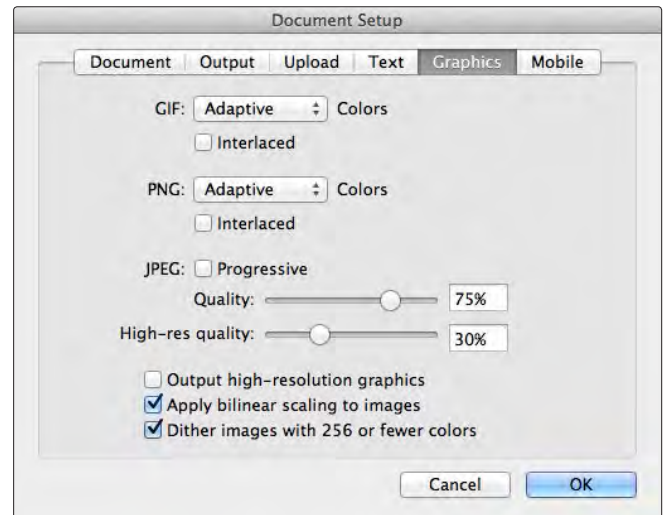
Just as you can decide to use full width or the individual smartphone's/tablet's device screen width you can also choose to use your own custom width value.

ViewPort Height

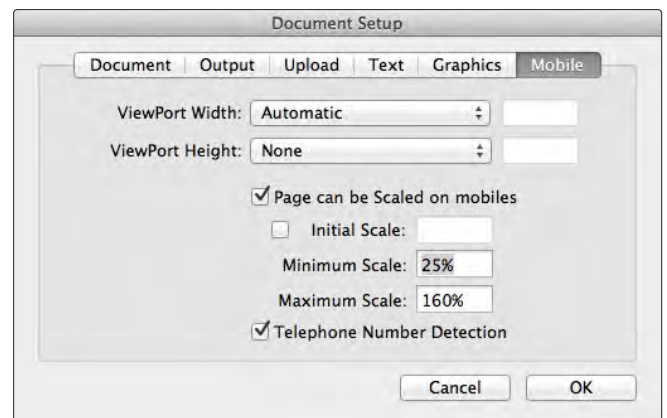
This popup offers four options: Automatic, Device Width, None and Other. However, this option is rarely used because most web designers and visitors will normally expect the width to be most important aspect. Setting the ViewPort scaling to the page's height will mean that longer pages will scale to a smaller size than shorter pages—and long pages will show the browser background used on the page rather than the page content.

Page can be Scaled on mobiles

This option is checked by default—which means that the visitor can zoom in and out by pinching out or in or by double-tapping on any column to fill the screen with the column's width. It is very rare for this to be unchecked.



The **Document Setup** dialog in Freeway Pro, showing the options in the **Graphics** tab



The **Document Setup** dialog in Freeway Pro, showing the options in the **Mobile** tab

Initial Scale

This option is unchecked by default. If you check the checkbox on the left you can then enter a percentage value which will be used to display the web page when it is first loaded on the device.

Minimum Scale and Maximum Scale

You can choose to enter a minimum and maximum level of zooming that the visitor can use. By default this is set to 25% for Minimum Scale and 160% for Maximum Scale. Unless you have a very specific reason to choose a different zoom level, we recommend you leave this to the defaults.

Telephone Number Detection

This option is checked by default—which will mean that a telephone number used on the page as HTML text will automatically be changed to a hyperlink using the “tel:” protocol when it is viewed on a mobile device. This makes it very simple for a visitor to simply click on a telephone number on their smartphone screen to make a phone call to that number. If you don’t want this feature to be used on smartphones, you can choose to switch it off.

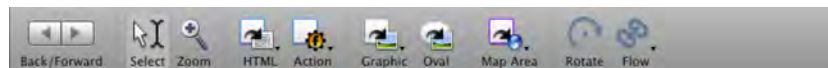
Working with Freeway’s Toolbar

The **Toolbar** provides access to the tools you use for creating and editing items on your Freeway page.

The tools are described on page 240.






Freeway Pro default Toolbar

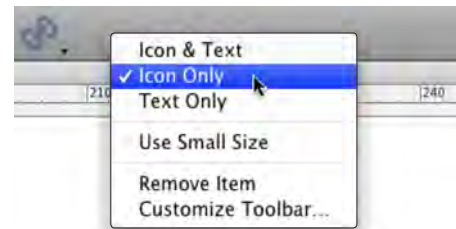


Freeway Express default Toolbar

Changing the Toolbar view

The **Toolbar** view can be changed to suit the way you may work:

- To change the **Toolbar** view, **Command-click** on the  button in the top right corner of the document window. This cycles through the following views: small icon with text, icon only, small icon only, text, text only and back to the default view.
- By **Control-clicking** on the **Toolbar**, you can choose an alternative view from the contextual menu.
- Hide the **Toolbar** by clicking the  button in the top right corner of the document window. This rolls the **Toolbar** up into the document window’s title bar. To show the **Toolbar**, click on the  button again.

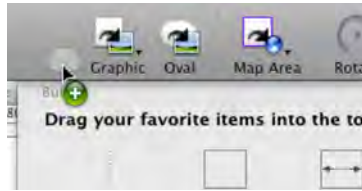


Customizing the Toolbar

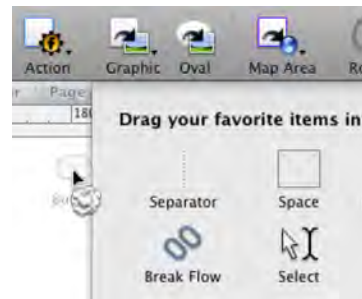


The default tool set can also be customized. To do this, choose **Customize Toolbar...** from the **View** menu, or **Control-click** on the **Toolbar** area and choose **Customize Toolbar...** from the contextual menu. This presents the customization panel which allows you to drag your preferred tools into the **Toolbar**, and change their order if you wish.

- To add a tool to the **Toolbar**, drag the icon of the tool you wish to add into the **Toolbar** area and drop it where you want it to appear. The other tools will move to make room for the new tool you place.
- To remove a tool, drag it out of the **Toolbar**.
- To return the **Toolbar** to the default tool set, drag the default set shown at the bottom of the customization panel.



Dragging a tool into the Toolbar.



Deleting a tool from the Toolbar.

You can also remove a tool directly from the **Toolbar** without opening the customization panel by **ctrl**-clicking the tool you wish to remove and choosing **Remove Item** from the contextual menu. Note that this action only removes the item from the **Toolbar**, it does not completely delete the tool from Freeway itself.

The Inspector button

The **Inspector button**, found at the extreme right of the **Toolbar**, allows you to quickly show or hide the **Inspector palette**. Clicking and holding the button shows all the palettes that are not available in the **Toolbar**.

Modifier keys

Holding down certain keys on the keyboard while using any tool will alter the behavior of the tool until you release the key.

Holding the **Alt** key temporarily changes any tool (except the **Zoom** tool) to a grabber hand, allowing you to drag the page around within the window. Holding the **Alt** key while using the **Zoom** tool changes it from zoom in to zoom out.

Holding the **Command** key temporarily changes to the **Select** tool, allowing you to select, deselect, or move items.

Shift-Command temporarily changes to the **Zoom** tool.

For more information about using the **Zoom** tool, see *Viewing the page at different magnifications* on page 38.



The Inspector button contains a menu of palettes that can be shown or hidden by choosing from the list.

Tools palette FW Pro only

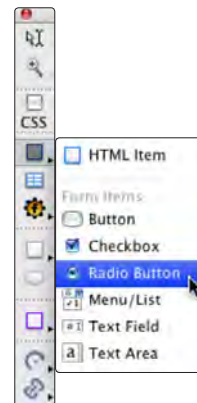
To show the **Tools palette**, choose **Tools** from the **View** menu. A floating palette of tools appears.

The Tools palette cannot be customized, but it does have the advantage that it can be moved freely about the screen, or “docked” to other floating palettes. It also allows the main **Toolbar** to be hidden, freeing up extra space to work on your document.

Certain tools in the palette feature a small triangle, which denotes that clicking and holding the tool will show a submenu of further tools in that group.



The Tools palette, shown with the CSS Layout button active.



The Tools palette, showing the HTML tool submenu which gives access to the various form tools.

Tools

The tools allow you to create or manipulate the different types of item you work with in Freeway. The tools available in Freeway Express can be found on page 241.

Standard tools (Freeway Pro)



Back/Forward Steps between recently visited pages.



Select tool Selects or manipulates items or edits text.



Zoom tool Zooms in and out of the Freeway window to change the viewed scale of what you are working on.



CSS Layout Specifies whether new items added to the page use CSS layers or invisible tables (compatible with older browsers).



HTML Draws an HTML item on your page, to enter HTML text in your site or contain a web-ready graphic format such as GIF, JPEG, or PNG. Clicking and holding this tool displays a submenu with further tools.



Table Draws a table on your page, with a specified number of rows and columns derived from a dialog box.



Action Adds a Freeway Action to page. Clicking and holding this tool displays a submenu with further tools.



Graphic Draws a rectangular graphic item on your page which can hold an image or text. Clicking and holding this tool displays a submenu with further tools.



Oval Draws a graphic item with an oval outline.



Map Area Draws rectangular clickable areas on images. Clicking and holding this tool displays a submenu with further tools.



Rotate Rotates graphic items. Clicking and holding this tool displays a submenu with further tools.



Flow tool Links two or more HTML or graphic items that contain text so the text can flow between them. Clicking and holding this tool displays a submenu with further tools.



Inspector Displays or hides the **Inspector palette**. Clicking and holding this tool displays a submenu with further tools.

Optional tools (Freeway Pro)

These are available from submenus on the standard tools, or you can add them to the **Toolbar** using the **Customize Toolbar...** command on the **View** menu (see *Customizing the Toolbar* on page 238).



Separator Adds a dividing line to the Toolbar.



Space Adds a space to the Toolbar.



Flexible space Adds a space that right aligns subsequent tools.



Customize Displays the Customize Toolbar dialog box.



Break Flow Unlinks HTML or graphic items that have been linked with the Flow tool.



Path Draws a graphic item with an arbitrary outline constructed from straight lines or smooth curves.



Button Adds a button to a form.



Checkbox Adds a checkbox to a form.



Radio Adds a radio button to a form.



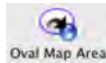
Text Field Adds a text field to a form.



Menu/List Adds a popup menu or list item to a form.



Text Area Adds a text area to a form.



Oval Map Area Creates a clickable area with an arbitrary outline on an image.



Path Map Area Creates a clickable area with an arbitrary outline on an image.



Skew Skews graphic items.



Mirror Mirrors graphic items.



Styles & Colors Displays or hides the **Styles & Colors palette**.



Actions Displays or hides the **Actions palette**.



Frames Displays or hides the **Frames palette**.

Standard tools (Freeway Express)



Back/Forward Steps between recently visited pages.



Select tool Selects or manipulates items or edits text.



Zoom tool Zooms in and out of the Freeway window to change the viewed scale of what you are working on.



HTML Draws an HTML item on your page, to enter HTML text in your site or contain a web-ready graphic format such as GIF, JPEG, or PNG. Clicking and holding this tool displays a submenu with further tools.



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Graphic Draws a rectangular graphic items on your page which can hold an image or text. Clicking and holding this tool displays a submenu with further tools.



Oval Draws a graphic item with an oval outline.



Map Area Draws rectangular clickable areas on images. Clicking and holding this tool displays a submenu with further tools.



Rotate Rotates graphic items. Clicking and holding this tool displays a submenu with further tools.



Flow tool Links two or more HTML or graphic items that contain text so the text can flow between them. Clicking and holding this tool displays a submenu with further tools.



Colors Displays or hides the Mac OS X system colors palette.



Inspector Displays or hides the **Inspector palette**.

Optional tools (Freeway Express)

These are available from submenus on the standard tools, or you can add them to the **Toolbar** using the **Customize Toolbar...** command on the **View** menu (see *Customizing the Toolbar* on page 238).



Separator Adds a dividing line to the Toolbar.



Space Adds a space to the Toolbar.



Flexible space Adds a space that right aligns subsequent tools.



Customize Displays the Customize Toolbar dialog box.



Break Flow Unlinks HTML or graphic items that have been linked with the Flow tool.



Path Draws a graphic item with an arbitrary outline constructed from straight lines or smooth curves.



Table Draws a table on your page, with a specified number of rows and columns derived from a dialog box.



Button Adds a button to a form.



Checkbox Adds a checkbox to a form.



Radio Adds a radio button to a form.



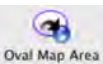
Text Field Adds a text field to a form.



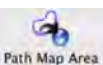
Menu/List Adds a popup menu or list item to a form.



Text Area Adds a text area to a form.



Oval Map Area Creates a clickable area with an arbitrary outline on an image.












Path Map Area Creates a clickable area with an arbitrary outline on an image.

































Appendix 3

Keyboard Shortcuts






















Freeway menu

 	Preferences...
 	Hide Freeway
  	Hide Others
 	Quit Freeway

File menu

 	New...
 	Open...
  	Open Backup...
 	Close
  	Close All
 	Save
  	Save As...
 	Import Text.../Import...
  	Export...
 	Publish Site
  	Publish Everything
  	Preview (in default browser)
 	Upload...

Edit menu

 	Undo/Redo
 	Cut
 	Copy
  	Copy Content
   	Copy as Picture (externalize the clipboard)
 	Paste
 	Delete Content
 	Select All
 	Hyperlink...

Shift K	Follow Link.../Check Link...
Shift A	Anchor...
F	Find...
G	Find Next
Shift G	Find Previous
ctrl H	Find Previous Selection
R	Replace...
T	Replace Next
Shift T	Replace Previous
L	Spelling...

Page menu

N	New Pages...
F	Form Setup...

Item menu

T	Transform... FW Pro only
Shift M	Modify.../Modify Text... FW Pro only
Shift D	Fit Box to Content
X	Extended...
L	Lock
Shift L	Unlock
=	Bring to Front
-	Send to Back
/	Align to Grid FW Pro only
G	Group/Ungroup
Y	Align...
T	Distribute...
D	Duplicate...
Shift K	Graphic: Original Size
Shift K	Graphic: Pixel Size
Shift M	Graphic: Center
Shift F	Graphic: Scale to Box
Shift ,	Graphic: Scale Up
Shift ,	Graphic: Scale Down
Delete	Table: Join Cells

KEY: = Alt = Command **ctrl** = Control = Tab = Arrow keys (Up, Left, Down and Right)

Note: Although capital letters are used here, you should use lower-case for all shortcuts

Style menu

Shift \	Size: Other...
Shift .	Size: Next Size
Shift ,	Size: Previous Size
Shift .	Size: Grow Size
Shift ,	Size: Shrink Size
Shift P	Type Style: Plain
Shift B	Type Style: Bold
Shift I	Type Style: Italic
Shift U	Type Style: Underline
Shift W	Type Style: Word Underline
Shift O	Type Style: Outline
Shift \	Width: Other...
Shift 9	Width: Increase Width by 5%
Shift 0	Width: Decrease Width by 5%
Shift 9	Width: Increase Width by 1%
Shift 0	Width: Decrease Width by 1%
Shift]	Spacing: Increase Spacing by 5%
Shift [Spacing: Decrease Spacing by 5%
Shift]	Spacing: Increase Spacing by 1%
Shift [Spacing: Decrease Spacing by 1%
Shift =	Baseline: Raise Baseline by 5%
Shift -	Baseline: Lower Baseline by 5%
Shift =	Baseline: Raise Baseline by 1%
Shift -	Baseline: Lower Baseline by 1%
Shift L	Alignment: Left
Shift R	Alignment: Right
Shift J	Alignment: Justified
Shift J	Alignment: Forced
→	List: Increase indent
←	List: Decrease indent
Shift E	Leading: Other...
Shift	Leading: Increase Leading by 1px or 10%
Shift ;	Leading: Decrease Leading by 1px or 10%
Shift	Leading: Increase Leading by 1/10th px or 1%
Shift ;	Leading: Decrease Leading by 1/10th px or 1%

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Insert menu

Enter	Break (to next box in text flow)
Shift Return	New Line
Shift Return	Rule

View menu

Z	Zoom...
1	Actual Size
0	Fit in Window
Shift I	Invisibles
Shift O	Outlines
Shift T	Titles
Shift G	Guides
Shift P	Graphics Preview
Shift H	HTML layout
L	Back
J	Forward
M	Master Page
P	Preview in Freeway
R	Hide/Show Rulers
S	Hide/Show Site panel

Window menu

Shift N	New Window FW Pro only
I	Inspector
Y	Styles and Colors FW Pro only
A	Actions
Shift H	Show/Hide Palettes

Selecting combined graphic items

Shift click an item	Selects all combined items* or its enclosing bounds
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*If the items are grouped so that they become children of a graphic, **Shift**-clicking will select the enclosing item.

Selecting and editing text

Return	Place text cursor in selected box
Shift	Highlight next character

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Shift ⬅	Highlight previous character
Shift ⬇	Highlight to next line
Shift ⬆	Highlight to previous line
Shift ⌘ ➡	Highlight text to beginning of next word
Shift ⌘ ⬅	Highlight text to beginning of previous word
Shift ⌘ ⬇	Highlight text to beginning of next paragraph
Shift ⌘ ⬆	Highlight text to beginning of current paragraph
⌘ ➡	Moves to beginning of next word
⌘ ⬅	Moves to beginning of previous word
⌘ ⬇	Moves to end of current paragraph
⌘ ⬆	Moves to beginning of current paragraph
⌘ ⬅	Moves to beginning of line
⌘ ➡	Moves to end of line
⌘ ⬆	Moves to beginning of text box
⌘ ⬇	Moves to end of text box
Shift Delete	Delete next character

Manipulating items

Shortcut	Command
Hold Shift then draw	Constrain box shape to square/circle
Start drawing then hold ⌘	Draw from center
Arrow keys ⬆⬅⬇➡	Move box by nudge distance
⌘ + Arrow keys ⬆⬅⬇➡	Move box by 1/10th nudge distance (minimum 1px)
Shift + Arrow keys ⬆⬅⬇➡	Resize box in direction of arrow by nudge distance
Shift ⌘ + ⬆⬅⬇➡	Resize box in direction of arrow by 1/10th nudge distance (minimum 1px)
Drag handle and Shift	Constrain shape of box to square circle
Drag handle and Shift ⌘	Constrain proportions of box (and scale graphic content)
⌘ Shift D	Fit box to content
Shift drag	Move with horizontal and vertical constraints
Start drag with Select tool and then hold ⌘	Move and clone box
Start drag with Rotate tool then hold ⌘	Rotate and clone box and FW Pro only
Start drag with Skew tool then hold ⌘	Skew and clone box and FW Pro only
Start drag with Mirror tool then hold ⌘	Mirror and clone box and FW Pro only
Shift click box	Add box to selection/Remove box from selection

KEY: ⌘ = Alt ⌘ = Command ctrl = Control → = Tab ⬆⬅⬇➡ = Arrow keys (Up, Left, Down and Right)

Note: Although capital letters are used here, you should use lower-case for all shortcuts

Manipulating graphic items

Shortcut	Command
T	Display Transform dialog <small>FW Pro only</small>
Shift K	Restore graphic to original size
Shift D	Fit box to content
Shift M	Center graphic in box
Shift F	Scale graphic exactly to box
Shift F	Scale graphic to box maintaining proportions
Shift .	Increase scaling of contents of box by 5%
Shift ,	Decrease scaling of contents of box by 5%
Start resizing box and then hold ctrl	Temporarily set graphic behavior to Preserve Size
Start resizing box and then hold	Temporarily set graphic behavior to Scale
Start resizing box and then hold	Temporarily set graphic behavior to Scale and Pad
Start resizing box and then	Temporarily set graphic behavior to Scale and Trim

Manipulating tables












Shortcut	Command
click on cell	Select a cell
click on an already selected cell	Select a table
click anywhere on a table and begin dragging	Move a table
Select a cell; Shift click another cell; then type Delete	Join cells
Point to border between border two rows or columns so cursor changes to resizing cursor; drag to desired size	Resize a row or column (affects overall table size)
With resizing cursor, drag border between two rows or columns	Resize a row or column (overall table size will not change)
With resizing shape, drag border between two rows or columns	Insert a row or column
B	Delete contents of selected cells

Dialog boxes and palettes








Shortcut	Command
Return or Enter	OK in a dialog box
esc	Cancel in a dialog box
	Highlight next field in dialog box palette
Shift	Highlight previous field in dialog box/palette
click on color in palette	Displays Color dialog box <small>FW Pro only</small>

KEY: = Alt = Command **ctrl** = Control = Tab = Arrow keys (Up, Left, Down and Right)




















Note: Although capital letters are used here, you should use lower-case for all shortcuts

 click on highlighted style in Styles & Colors palette	Removes the style from the currently selected text or item FW Pro only
 click on style name in Styles & Colors palette	Edit style name FW Pro only
 click on name in Site panel	Edit name
 click on color name in Styles & Colors palette	Edit color name FW Pro only
  	Show Tools palette and select next tool FW Pro only
   	Show Tools palette and select previous tool FW Pro only

Zoom control

Shortcut	Command
  click or   drag	Zoom in
   click	Zoom out

Special text characters

Shortcut	Command
 	En dash
  	Em dash
 then type a space	Non-breaking space
  	Start a new list block at the current list indent level.
 	" (open double quote)
  	" (close double quote)
 	' (open single quote)
  	' (apostrophe or close single quote)

General

Shortcut	Command
 click an object	Displays a popup contextual menu of commands relating to the object.

