experimenting with color & creating web pages with Macromedia Dreamweaver
due by noon on Friday, February 18

PURPOSE OF THIS MODULE

In this module, you will be introduced to Macromedia Dreamweaver, a “WYSIWYG” (“wissie-wig” or “what you see is what you get”) software application that functions as an HTML editor. Dreamweaver has evolved to become an incredibly popular, relatively easy-to-use HTML editor.

In this module, you will also think about color on the screen and on the web, and the effects of color on different web sites and for different audiences. The product of this module is a web page that describes, analyzes, and provides examples of a particular color.

Note that this is part one of two Dreamweaver activities; we’ll be working more with Dreamweaver in module 6.

If you are working on your own computer and do not have Dreamweaver MX 2004 installed on your machine, you can download and install a trial copy from www.macromedia.com

NOTE

EXPLORING COLOR

1. Take the mood analysis test:
   www.colorgenics.com/index.cfm?pageview=test_8cube

2. Take the ColorMatters color survey:
   express.colorcom.com/colorsurvey/

3. Take a look at these color charts:
   • Handy-Dandy Color Chart: The Hexadecimal RGB Color Spectrum
     www.barefootsworld.net/hexcolors.html
   • RGB to Color Name Mapping
     eies.njit.edu/~kevin/rgb.txt.html
SELECTING AND RESEARCHING A COLOR

4. Before you go any further, choose the color you will research and for which you will design a web page.

5. Once you’ve decided which color you want to analyze, research your color. See if you can dig up some information that describes how people respond to the color you’ve chosen to analyze. Look for online articles related to color theory, color psychology, color perception, etc.

Be sure to save the titles of the web pages you find, and the URLs of the web pages you plan to summarize or quote from in the web page you will build. You must include a “works consulted” portion in your web page.

Some good places to research color and perform color-related analyses include (all linked from our module 5 page):

- ColorMatters --> The Brain
  www.colormatters.com/brain.html

- Color Symbolism
  paintcafe.sympatico.ca/en/evage/langage/symbolique/

- International Color Guide
  colorconnection.xerox.com/wwwco578/plsql/...

- Communicate with Color
  webreference.com/new/color2.html

- Communicating with Color
  www.carnrightdesign.com/color4business/color_communication.htm

- Color and Food Matters
  www.colormatters.com/appmatters.html

- Drunk Tank Pink
  www.colormatters.com/body_pink.html

- Working with a Limited Color Palette

- Who Owns Hues?
  www.colormatters.com/color_trademark.html

6. Find some examples of how the color you’ve chosen is used.

   For example, if I chose to explore the color pink, I would get started by searching for web pages that incorporate the color pink or I might head straight to web sites I know include examples of the use of the color pink—like barbie.com
GETTING STARTED WITH DREAMWEAVER

7. Launch Macromedia Dreamweaver; make sure you are running Dreamweaver MX or Macromedia Dreamweaver MX 2004, as other (older) versions of Dreamweaver are still installed on the campus network.

On a PC, click on Start --> Programs --> Development Apps --> Macromedia --> Macromedia Dreamweaver MX 2004.


8. Get familiar with some of the options in Dreamweaver. Experiment with some of the buttons on the toolbar. Click on some of the pull-down menus and look at the options provided.

You’ll primarily be working in the “Document” box (where you will create your web page) and in the “Properties” box (where you can manipulate the content of your web page).
9. Create a web page devoted to the color you've chosen to explore. Your web page should be named “module5.html” and your URL will be www.msu.edu/~yournetid/module5.html

**Your finished web page should include:**

- colors (e.g., background, fonts) and images that illustrate your color
- textual explanations of how your color is typically used, and how audiences respond to the color
- links to at least three example web sites that incorporate the use of your color
- links to the web sites from which you collected information and images

**TURNING IN YOUR WORK & GETTING CREDIT**

When you have experimented with the features in Dreamweaver MX, created your web page, and tested your web page to make sure it's showing up in a web browser properly, upload the URL of the page to our “upload module 5 here” dropbox in ANGEL.

Total points possible: 100.