

# Chapter 11

## Web Design in MS Word

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

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

## Understanding Web Design

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

When designing for the web, you will want to use techniques you have learned in previous lessons. Here you can avoid working on a title page or homepage since it is somewhat complex for a new web designer; instead you will save that page for your fourth web document. You need time to practice constructing simpler templates to learn quickly and make progress on your project at the same time. Since web projects can take more time to create than regular documents, you will want to work from simple to complex, ensuring that less experienced designers do not lose interest.

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

## Storyboarding the Web Page

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




Figure 11.1 – Initial Storyboard

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

# Ohio Digital Art

[Home](#)



About the Web Designer, John Smith

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

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

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

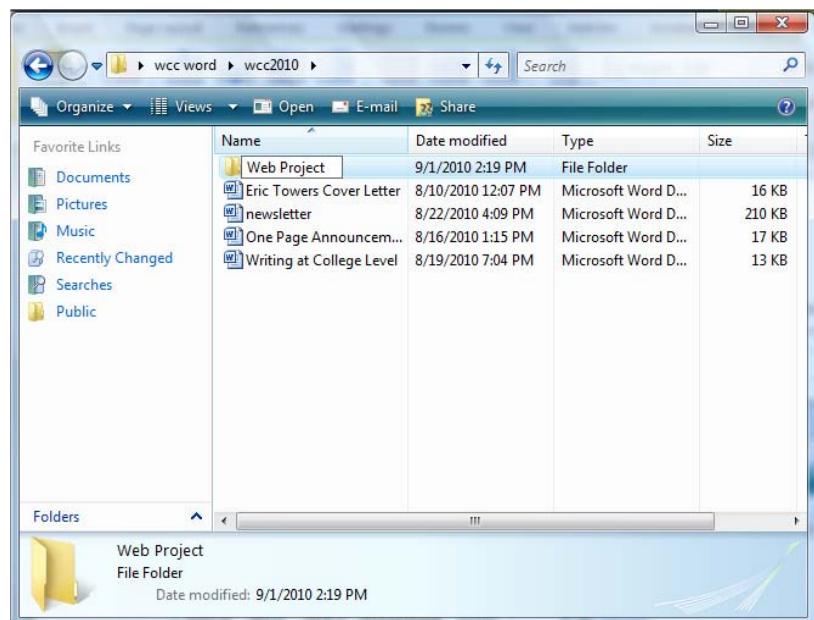
- Professional Sports
- College Sports
- High School Sports
- Amateur Sports

To discuss John working on a project for you, email him at [jsmith@ohiodigitalart.com](mailto:jsmith@ohiodigitalart.com).

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**Figure 11.2 – Storyboard the Web Page**

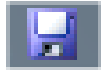
When you decide on what images you would like to have on your web page, go to your Word Document folder and make a Web Project folder. Inside the Web Project folder, make an images folder and save any JPG pictures you will use for the project in the folder. You will also make a Storyboard folder in the web project folder in which to save storyboards.



**Figure 11.3 – Making a Web Project Folder**

## Opening and Saving the Document as a Web Page

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



Save the document with a description that tells us what the document is about without having to open the file. Type “web\_designer\_biography” as the file name and then change the file type to “Web Page” as shown in Figure 11.4. When you save a web file, you should create document titles that are all lower case and use an underscore ( \_ ) in place of a space between words.

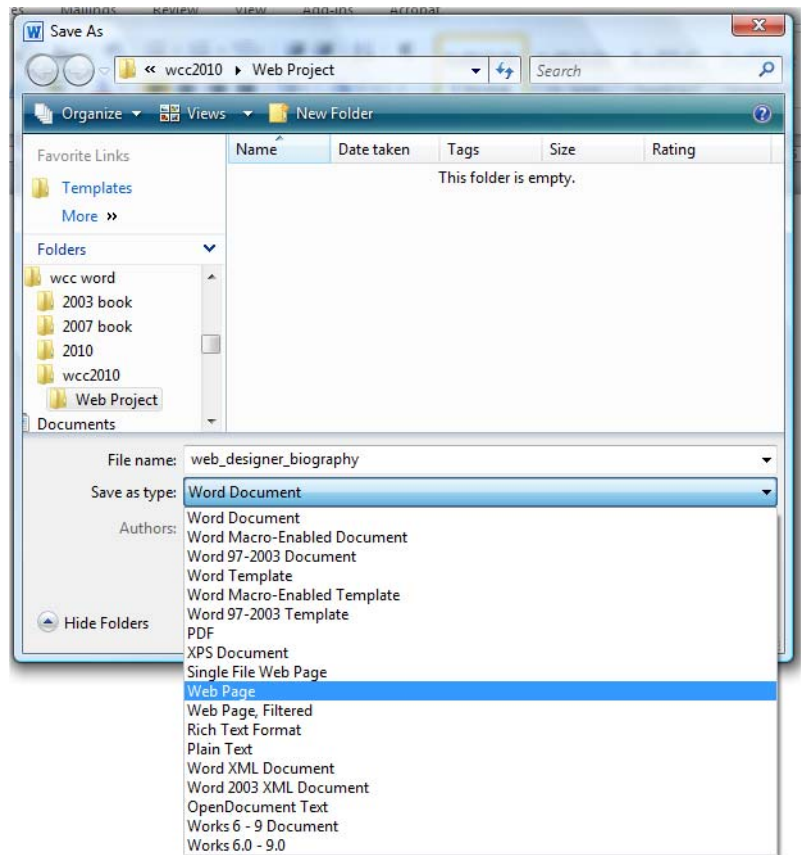


Figure 11.4 – Save the Document

## Changing the Font and Font Size

Under the Home tab, on the left side of the **Formatting** toolbar is the **Font** Listbox. The default font and size for Microsoft Word 2010 is **Calibri** with a font size of **11**. You are going to change the font to **Impact** and the size to **72**. Begin by clicking the left drop-down arrow of the font Listbox to select the font style. The font styles are in alphabetical order, so scroll down until you see **Impact** and select it (Figure 11.5). After picking the style, click the drop-down arrow to the right of the font style box and select a font size of **72**.

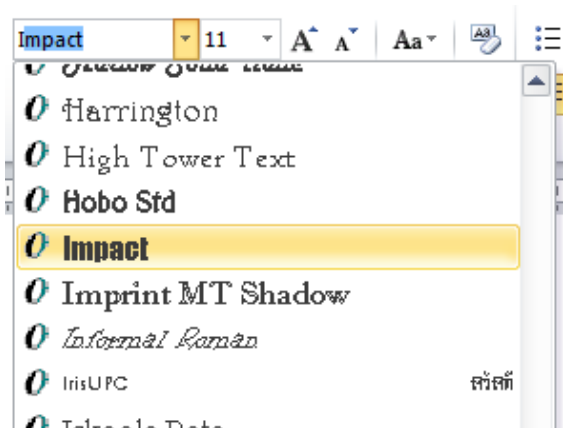


Figure 11.5 – Selecting “Impact”

Now, you will type the website name at the top of the page. This website is about the organization, “Ohio Digital Art”.

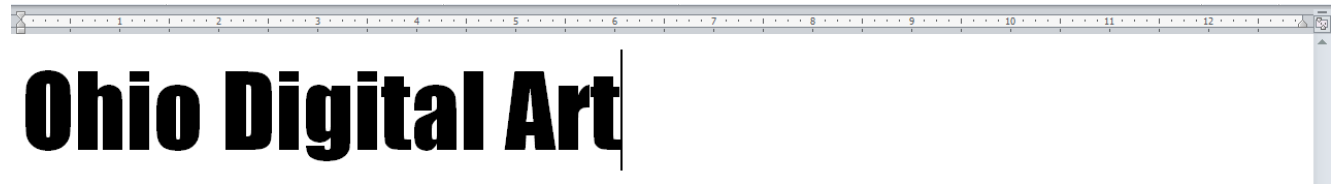


Figure 11.6 – Typing the Banner Name for the Website

## Adding a Hyperlink

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

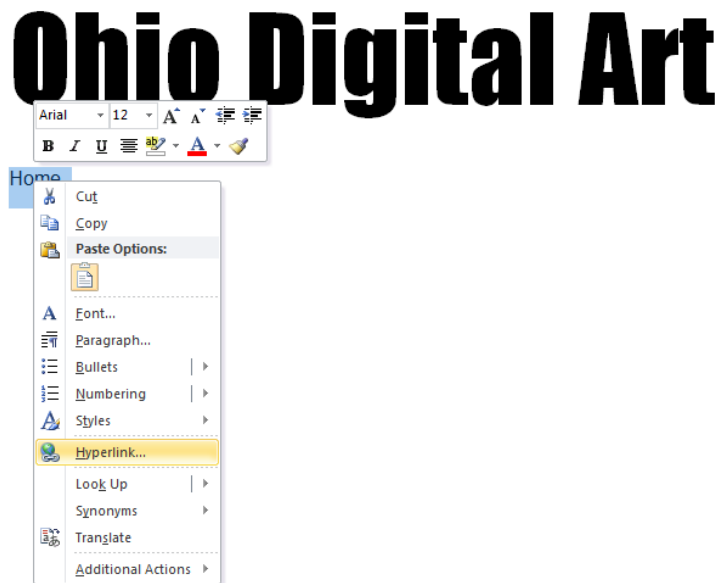


Figure 11.7 – Setting a hyperlink

The Insert Hyperlink window will appear on the graphical display. Type “index.html” at the Address textbox. If you already had the webpage completed, you could select the page from the list of web pages in the web project folder. To complete the hyperlink task, pick the OK command button and a blue line will appear underneath the blue word Home.

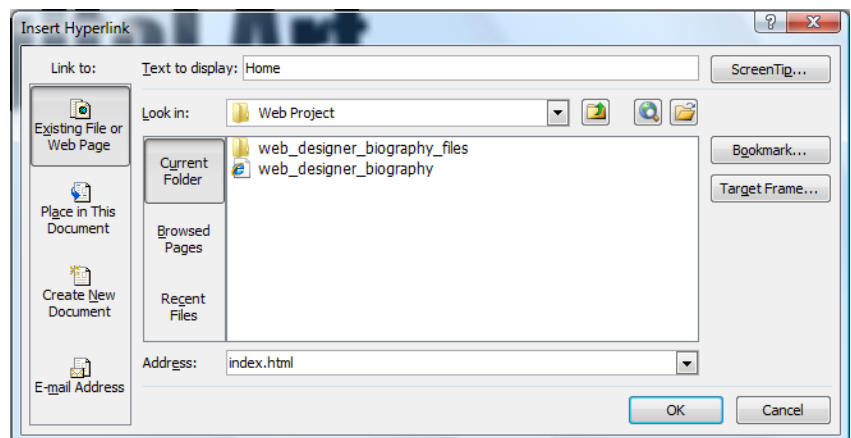


Figure 11.8 – Typing “index.html” for the Hyperlink

## Inserting an Image

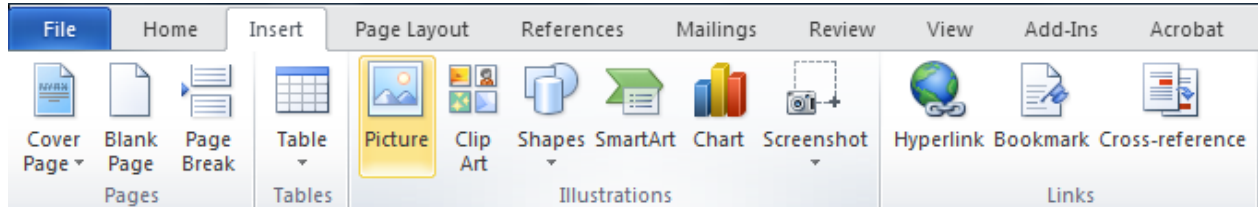


Figure 11.9 – Inserting Picture on the Drawing Toolbar

Hit ENTER twice to get the cursor two rows below the Home hyperlink. We are going to add a portrait of the web designer (you), so select the **Picture** tool on the **Illustrations** panel under the **Insert** tab. The command will take us to the Insert Picture window that contains files of all of our pictures. Select the portrait from the image folder in your web project folder. Click on the Insert button and the picture will be inserted the web page.

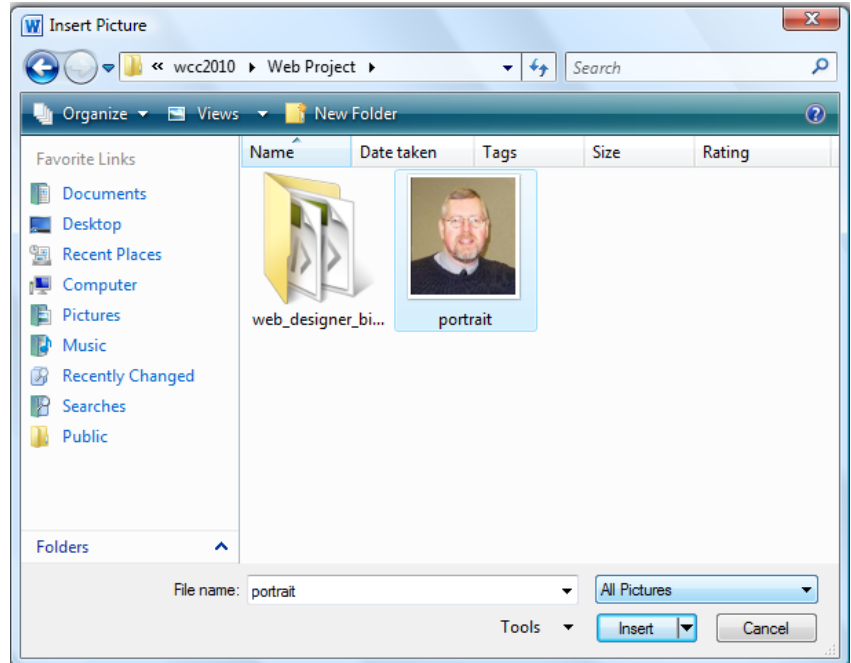


Figure 11.10 – Inserting a Portrait Image

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



Figure 11.11 – The Image and Text

## Inserting an Indented Bulleted Information

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

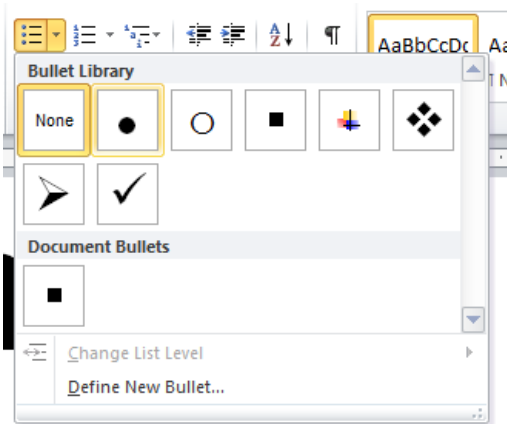


Figure 11.12 – Bullet Tool

You indented the bulleted list by highlighting the four bullets and then selecting the **Increase Indent** tool on the **Paragraph** panel as shown in Figure 11.14.

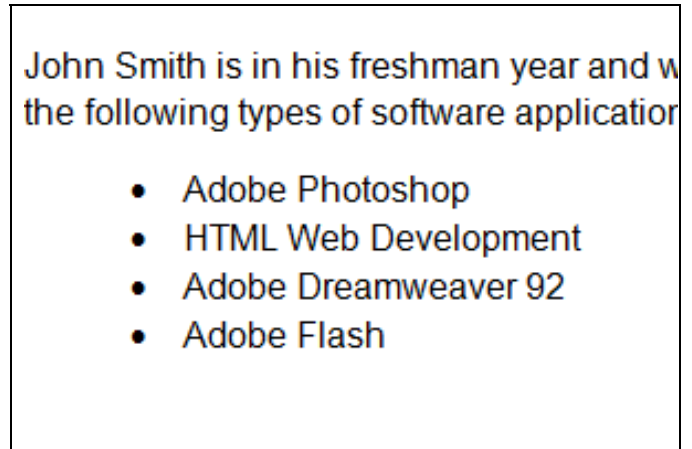


Figure 11.13 – Bulleted Information

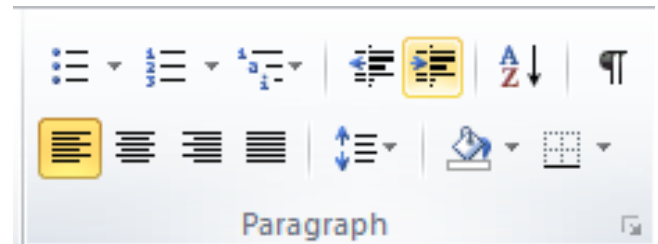


Figure 11.14 – Increase Indent

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

# Ohio Digital Art

[Home](#)



About the Designer, John Smith

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- HTML Web Development
- Adobe Dreamweaver 92
- Adobe Flash

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

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

Figure 11.15 – Indented Bulleted Information

## Creating a Mail To Hyperlink

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

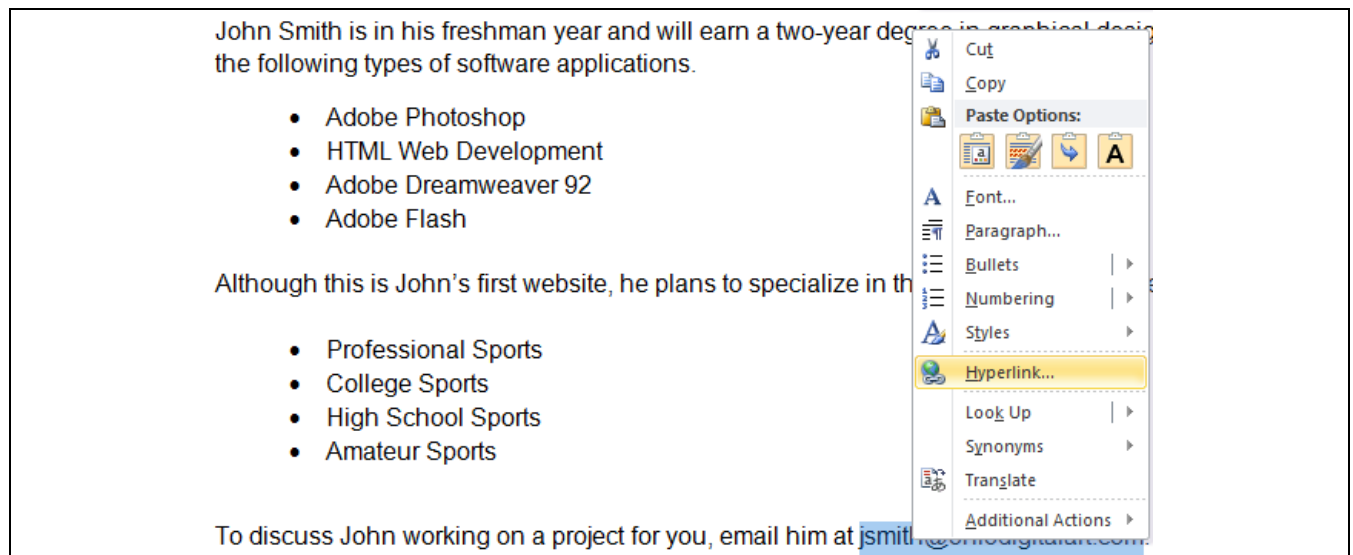


Figure 11.16 – Adding a Mail To Hyperlink



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

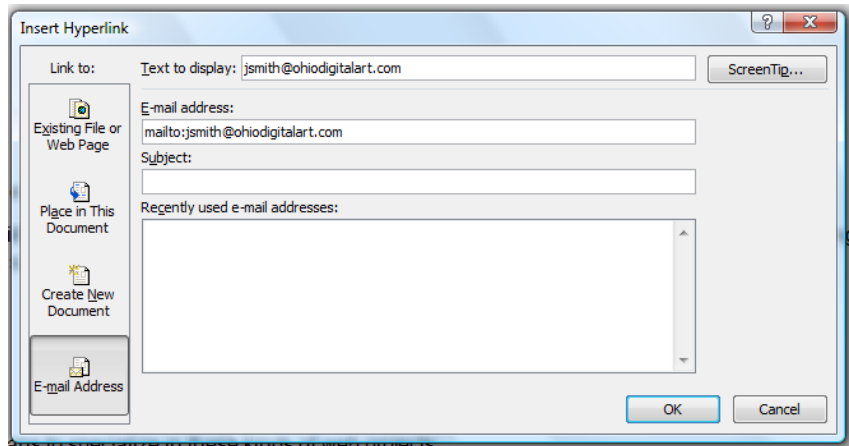


Figure 11.17 – Adding a Mail To Hyperlink

## Inserting a Copyright Statement

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

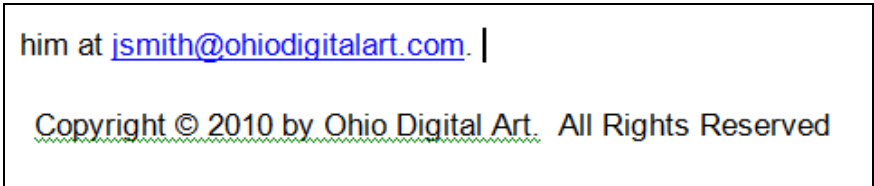


Figure 11.18 – Adding a Mail To Hyperlink

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

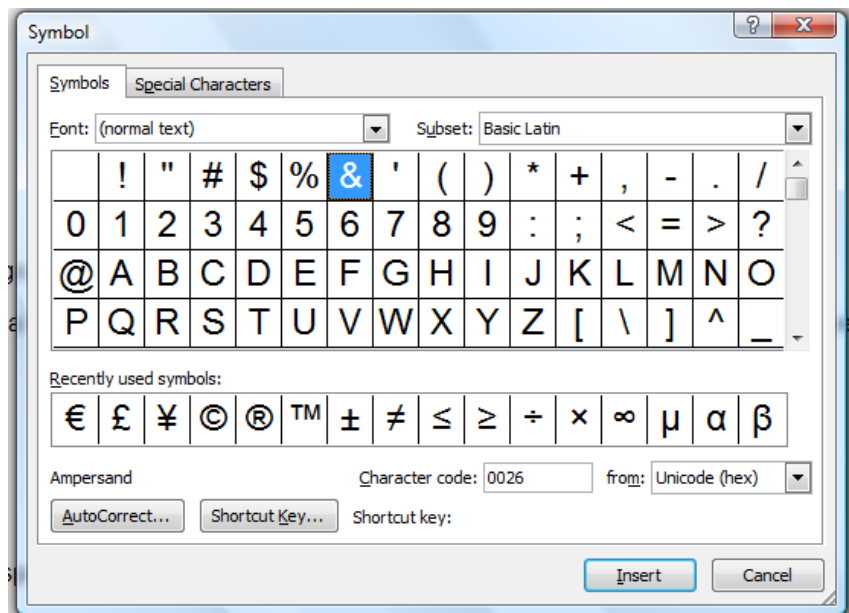
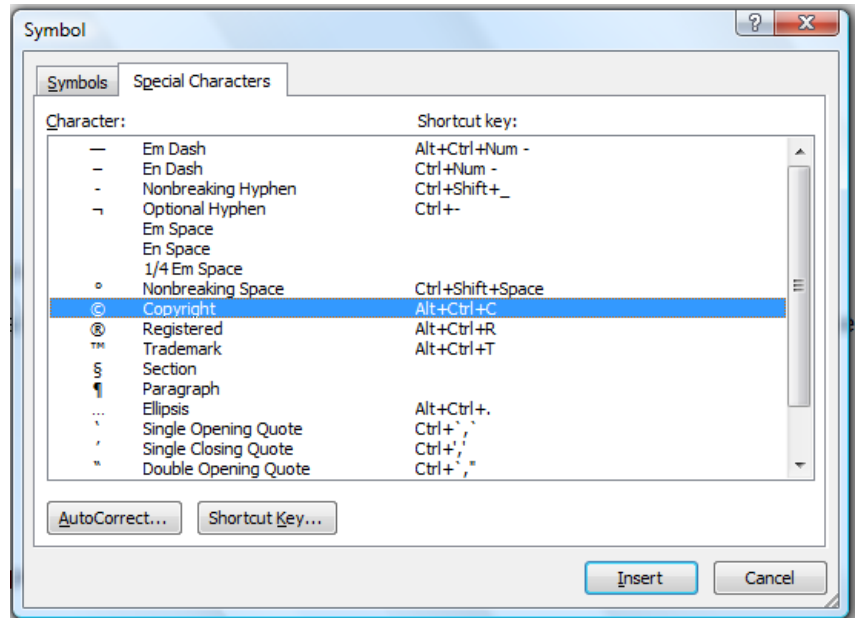


Figure 11.19 – The Symbol Window

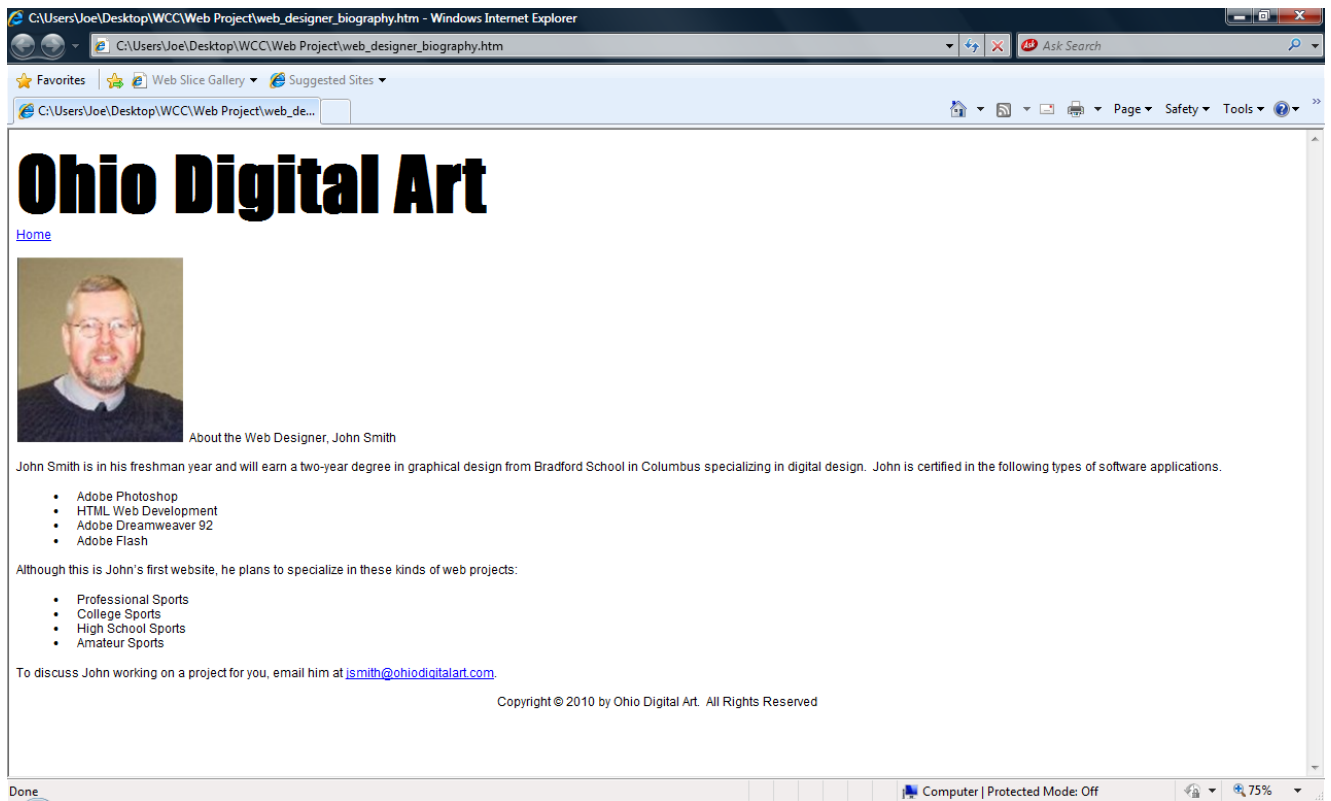
Common business signs such as copyright, trademark, and registered are shown on this tab as seen in Figure 11.20. To insert the copyright symbol, you could highlight the line as shown and press the Insert command button and the copyright symbol will appear in the web page document.



**Figure 11.20 – Special Characters**

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

To practice for simple web page construction, you can make FAQ, Privacy Policy and About Us pages, which are simple to put together. The finished biography is shown below.



**Figure 11.21 – The Finished Web Page**

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