

**Instructions for Putting Materials on a Web Page
Using Expression Web
Jo Koster, Dept. of English**

In the campus labs **ONLY**: Log on as “visitor” with password “winthrop”

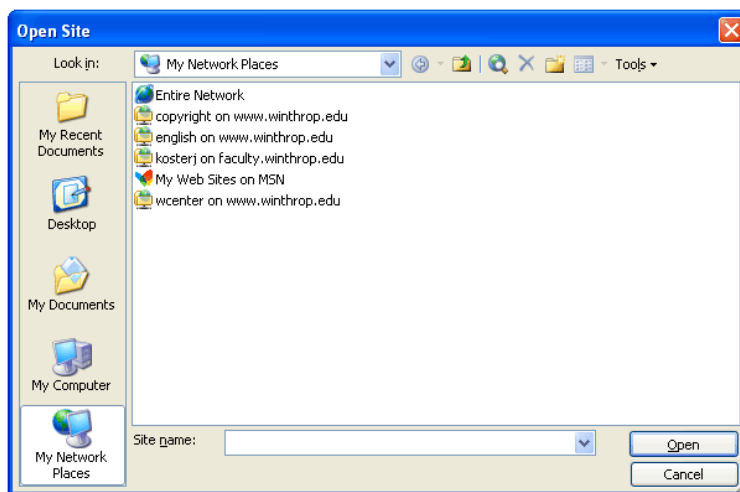
Open Expression Web.

In the box that reads “Open file name” type **http://faculty.winthrop.edu/username** where you use your username after the slash.

A permissions box should open. Enter the password that you use for your office computer account (Outlook, Word, etc.).

In your office or at home:

Open ExpressionWeb. You may need to enter your website URL the first time you log on. You’ll see a box that looks like this:



In the white box for **Site name** at the bottom, enter **http://faculty.winthrop.edu/username** or **http://www.birdnest.org/username** where you substitute your username for the word ‘username’.

(Backdoor: Open your webpage in Internet Explorer. Hit File -> Edit with Microsoft Expression Web. This is the method you’ll have to use in a campus lab, since you can’t log into those machines on the WIN domain.)

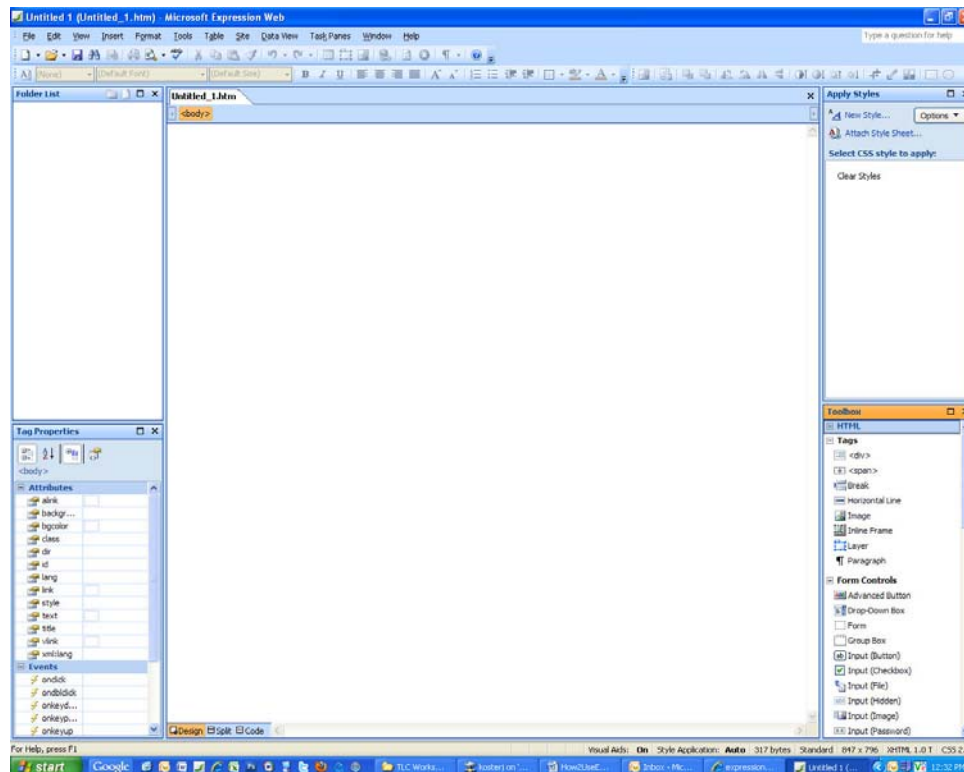
A permissions box should open. It will look like this:



Enter **win\username** or **acc\username**, typing your username after the slash; **TAB** down and enter your password. (After the first time you do this in your office or at home, all you should have to enter is your password on subsequent uses. Windows should 'default' to this web location and permissions box for you.)

What happens next?

A page will appear. It may look scary; don't freak out.



Those boxes around the sides are called “task panes” and you use them with some of the advanced features of Expression Web. But we’ll make them go away by clicking the little **x** of **both** boxes on the **right side** and the **bottom box on the left side**. (It’s up to you whether you keep the “Folder List” task pane open; I recommend this for beginners.) When you want them back, use the “Task Panes” button in the top bar to restore them.

OK, so how do I start?

First, since this is your “default” page—the page your account will open to when someone clicks on your web address, we want to save it. It is important to save this page with the page name **default** and to never change the name of this page. So do it now: **File**—>**save** and give the page the name **default**.


This will become your table of contents page. Here are some good examples of default pages used by your colleagues:

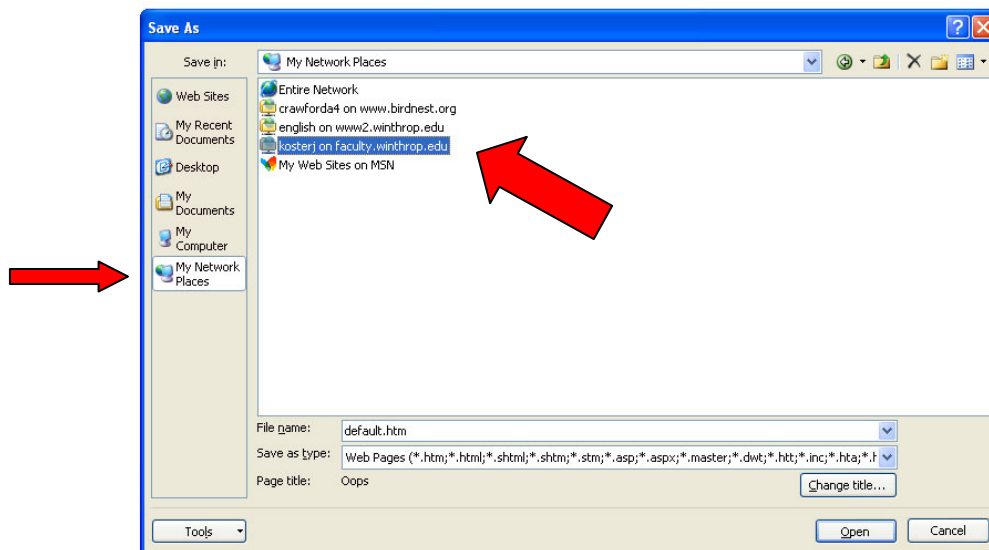
<http://faculty.winthrop.edu/fikem> <http://faculty.winthrop.edu/macric>
<http://faculty.winthrop.edu/geralda> <http://faculty.winthrop.edu/dannellys/>


Because different browsers interpret space differently, the best way to keep things lined up on any web page is to use a table. A faculty webpage that uses table format for organization is <http://faculty.winthrop.edu/richardsonk>. EDUC 275 has a great Expression Web cheat sheet developed by Marshall Jones and Lisa Harris that covers all the ins and outs of making tables; they are willing to share with proper attribution.

<http://coe.winthrop.edu/educ275/06 ROLO/EXP Web cheat sheet.pdf>.

How do I make a new page?

Same as you would in Word—click on the little “new page” icon  or click **FILE -> NEW -> PAGE**. Now here’s the difference: when you create a new page in Expression Web, **make sure** you are saving it in “My Network Places”, not “My Documents” or “My Files.” You want to save it to your website, not to your hard drive or other media.



Naming pages in Expression Web is a two-part affair. Create a new page; let’s name it **fred**. When you click the **SAVE** icon  (or **FILE -> SAVE**), you need to give it both a File Name and a Page Title. The file name becomes part of the URL, so you want it to be short and **without spaces**. We’ll call this page **fred**, so just type in **fred**. Then **TAB** up to page title and give it a descriptive name (e.g. **Fred Mertz’s Page**). The page title can have spaces, and it’s the title that will print out at the top of the page if you print the web page. Once you’ve filled in both boxes, **then** click the **save** button. (If you forget to put in a page title [as millions of people do—just google “New Page 1” sometime] or want to change it, you can go back in and edit it using **save as**.) **Remember, no spaces in page names!**

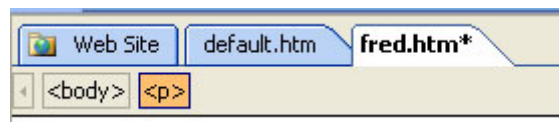
How do I put things on this page?

Just start typing. Everything in Expression Web works pretty much like it does in Word. You can type whatever you want on the page. A good idea on your default page is to start with your contact information (name, office number, phone #, e-mail address).

Note: When you hit ENTER in Expression Web you'll get a double-space. If you want single-spaced lines, hold down the SHIFT key when you hit ENTER.

What next?

Hit **Save**. Get in the habit of doing this often; it prevents disasters. I try to save about every five minutes when I'm working in Expression Web. If you see an asterisk on the page name's tab, it hasn't been saved yet! Once you save the changes, the asterisk will go away.



I already have things typed in a Word file. Can I put them on a web page?

Yes, and there are three ways to do this. First, let's make a place to put the file. Click on "new" and create a new page in Expression Web. Name it **crtw201** (or whatever your course is called) and save the page. You'll be putting your material on this page, not on your **default** page. Today in class we'll call this page **Lucy**.

Now, to transfer materials from Word/PDFs.

1. You can open the file in Word, highlight the material you want to copy, hit **CONTROL + C**, and then put your cursor in your Expression Web file and hit **CONTROL + V**. This should copy and paste your material into the web page. **Note: This is useful when you're combining several files to make one web page.** Advantage: it's quick and easy. Disadvantage: sometimes the formatting gets messed up.
2. You can go into the file in Expression Web, choose Insert File, and use the Select File box to find the file in My Documents (you may have to change the "Files of Type" to "All Files (*.*)" to find your file). Highlight the file you want, click "Open," and it should appear in Expression Web. **Note: You need to start and name a new page in Expression Web for every file you transfer! (e.g. crtwsyllabus, crtcalendar, etc.)** Advantage: You copy a complete file quickly. Disadvantages: sometimes the formatting gets messed up and Expression Web may keep asking for your username/password to open Word.
3. If you have a number of Word files to upload, it may be easier to drag and drop them. First, save the Word files to your Desktop (using Save As). Then re-open Expression Web, open your page, and choose View -> Folders. Shrink this view to 2/3 screen by clicking the little box in the right-hand upper corner (next to the **red x** closing box). Then drag and drop the Word files from your desktop into your web page folder. When you're through, switch Expression Web back to full size and click View -> Page to go back to the normal Expression Web look. Advantage: lets you move a number of files quickly. Disadvantages: files are copied in their original format, not as web pages, and Expression Web will probably keep asking for your username/password to open Word. **Dragging and dropping is the best way to upload PDF files to Expression Web.**

When you're done inserting, **save** the page into the website. Don't forget! **Hit F12 to preview what your page will look like in a browser.**

Now how do I link these files to my default page?

Go back to your default page. Type in some text that will identify what you're linking—for instance **Click here for a link to Fred Mertz's page.**



Highlight that text. Now click on the hyperlink icon on the grey bar at the top of the page. This will bring up a grey dialogue box. You can type the address (URL) of the page you want in the white box at the bottom, or you can click the box for "existing file or web page" and scroll down to find the page you have already created (**fred**) and select it, then click "OK." When the box closes, you should see the default page with the text you just hyperlinked [underlined in blue.](#)

What if I want to establish a link to some other page on the web?

You'll use the same process, but you can cheat a little bit. Try this: on your default page, type **Click here to read "The Correct Use of Borrowed Information Handout."** Then highlight it and click the



hyperlink icon. Now choose the little "Browse the Web" icon. This should open up Internet Explorer for you. Enter **<http://www.winthrop.edu/english/plagiarism.htm>** and hit enter; the "Correct Use" page should open up. Highlight the URL at the top of the page by left-clicking on it once; then choose Edit – Copy. Click back on Expression Web, put your cursor in the white address box, and hit **Control + V**. The URL should appear. Hit "OK" and the link will be established.

Hint: Control + V is particularly helpful if you have a long URL, such as an JSTOR reference; it saves mistakes when you type out the full URL in the address box.

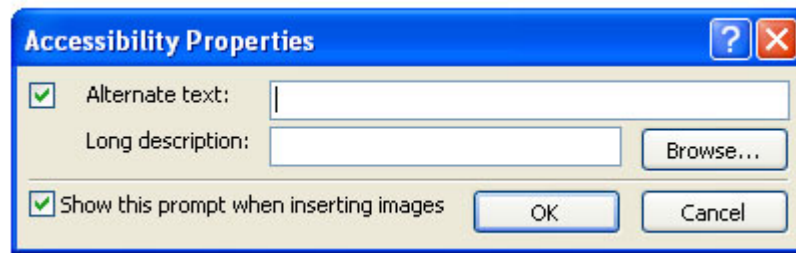
Hint 2: If you know you are going to be establishing a lot of links, first find the pages and save them in your "Favorites" file in Internet Explorer. Then when you use the little Browse icon to open Internet Explorer, you can just click on your favorites list and find the page quickly instead of searching for it again. You have to do this in Explorer—Microsoft and Firefox don't play well together.

Hint 3: If you are copying in a very long URL (e.g. the URL to an article in JSTOR), you can highlight the URL and click ALT + TAB very quickly. This in theory *should* throw you back into the Expression Web screen with the URL already posted in the Make a Hyperlink box. It works about 90% of the time.


Hint 4: If you want the text of the URL to appear on the page and it's a long URL, use www.bit.ly to get a short form of the URL first. It makes page navigation a lot easier.

OK, I want to get fancy. How do I put a picture on my page?

On the top grey menu bar, click **Insert** and then **Picture**. Single-click on **From File**. This will bring up **My Pictures**. If your picture is saved in that file, just highlight it and click **Insert**. Since some readers need to use assistive technologies to read text on the web, Expression Web will default to a reminder to put an **ALT** tag on any images you use. This will create those little words you see in the pop-up box when you run your mouse over a picture on the web, and it's easy to do. The reminder box looks like this:



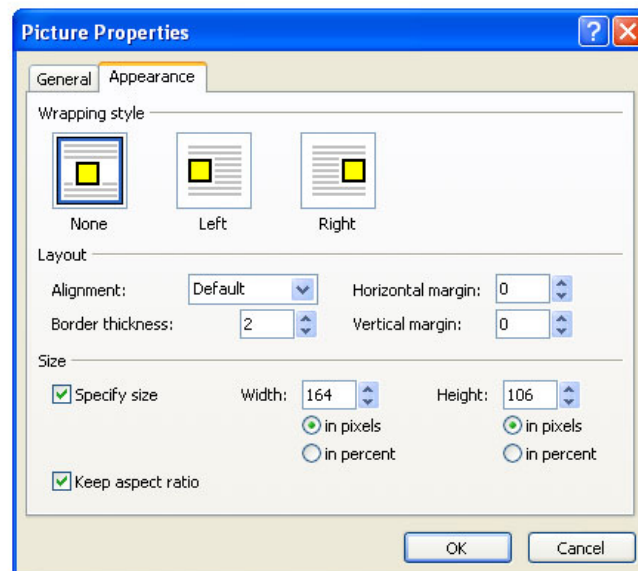
In the **Alternate text** box, type in a few words describing your picture. Click **OK** and the image is tagged for assisted reading. (Choose simple words, a short description, and few abbreviations.) The picture will appear: Voilà.

Or if you need to find the picture on the web—for instance in Facebook or Flickr, click on the **Search the Web** icon  and search for the picture you want (MSN Images or Google Images are fast ways to find pictures). Right-click on the picture you want, left-click on **Copy**, move your cursor to where you want the picture in Expression Web and hit **Control + V**. Voilà encore! (You will need to right-click on **Picture Properties** and choose the **General** tab to add the accessibility tags if you do it this way.)

You can also right-click and use **Save Picture As** to save it to “My Pictures” as a .jpg or .gif file. (Fewer browsers recognize .gifs any more; .jpg is probably the safest choice.)

Remember that pictures on the web may be subject to copyright. Be careful what you borrow. See www.winthrop.edu/copyright if you have questions about legalities.

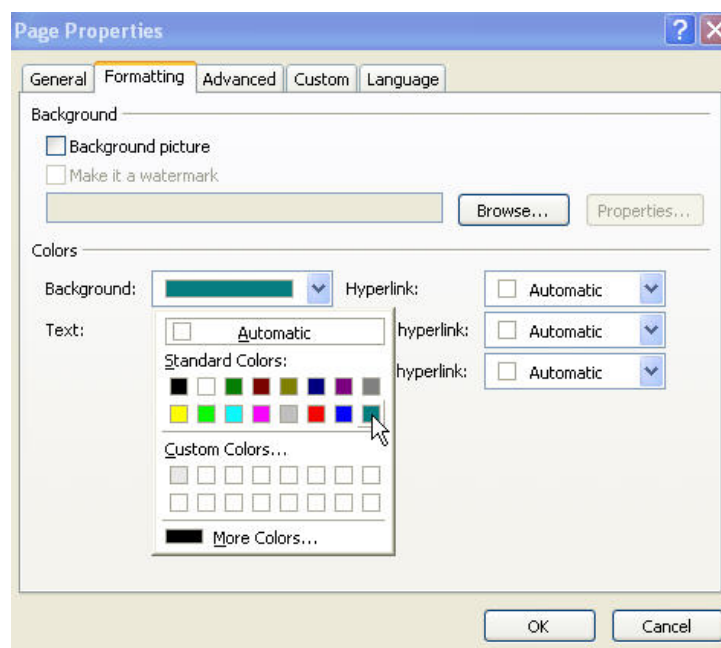
If you’re importing photographs, it’s pretty usual to have them be way too big for the page. You adjust this on the Picture Properties screen as well. This time, right-click on the picture and choose **Picture Properties**. Choose the **Appearance Tab**. The screen you see will look like this:



If you make the photo width 600 pixels, the height will automatically reset to 450 pixels (or thereabouts), and then you can drag the corner of the picture to size it more effectively. The **wrapping style** buttons at the top of this menu are used to allow you to put text next to the picture; wrapping **left** puts the picture on the left margin, while wrapping **right** puts the picture on the right margin. The **alignment** button allows you to control where the picture appears on the page, regardless of text.

How do I make the background of my page a pretty color?

Right-click on the page and choose **Page Properties**. From the 'Page Properties' menu, navigate to the **Formatting** tab and click on the pulldown menu on **Background** and then click on a color you want for the background. Then click on **OK**. You can also check the **Background Picture** box and pick an image to use for your background, but remember that a busy background makes it hard to read text.

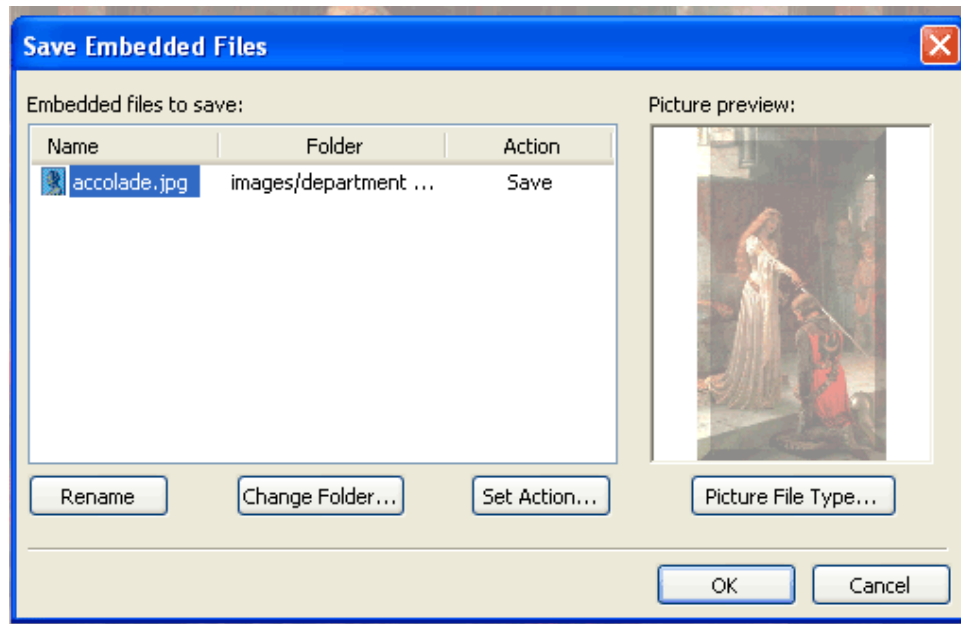


What about copying a background from another page?

Expression Web makes this easy. Supposing you want to copy the nice Victorian paper on Evelyne Weeks's page. In Internet Explorer, go to <http://faculty.winthrop.edu/weekse>. Put your cursor on the background you want to copy. Right click the mouse. Choose **Save background As**. Your **My pictures** folder should open. Give the background a filename like **evelynegreen** and click the **Save** button. Now return to Expression Web. Go to the page where you want to use Evelyne's background (e.g. **fred**). Right-click on the page and choose **Page Properties**. From the 'Page Properties' menu, navigate to the **Formatting** tab and click on the pulldown menu on **Background** and then click **Background picture**. Click on **Browse** and choose **My Documents**. Find the **My Pictures** folder, click on **evelynegreen**, and click **Open**, then click the **Okay** button on the bottom right. The background should appear on your page. (If you do this a lot, you may want to make a folder for backgrounds in the **My Pictures** folder and keep them all together—it saves time.) (Evelyne's background comes from Travis Beckham's great website, <http://www.squidfingers.com/patterns/>; if you want great patterns to use, try his selections!

Saving Images

When you go to save a page that has an image on it, you'll get a box that asks you where to save your images. If the folder name is *not images*, click on the **Change Folder** box and choose the **images** folder and click **okay** and then **okay** again. This puts your images in a special folder on your web page that will help them load faster. (There's a geek-speak explanation for this but I'll spare you.) It also helps you keep your images organized—you can have one folder for family images, another folder for department images, etc. It's a little trick, but it will make your web page behave better and load more quickly.



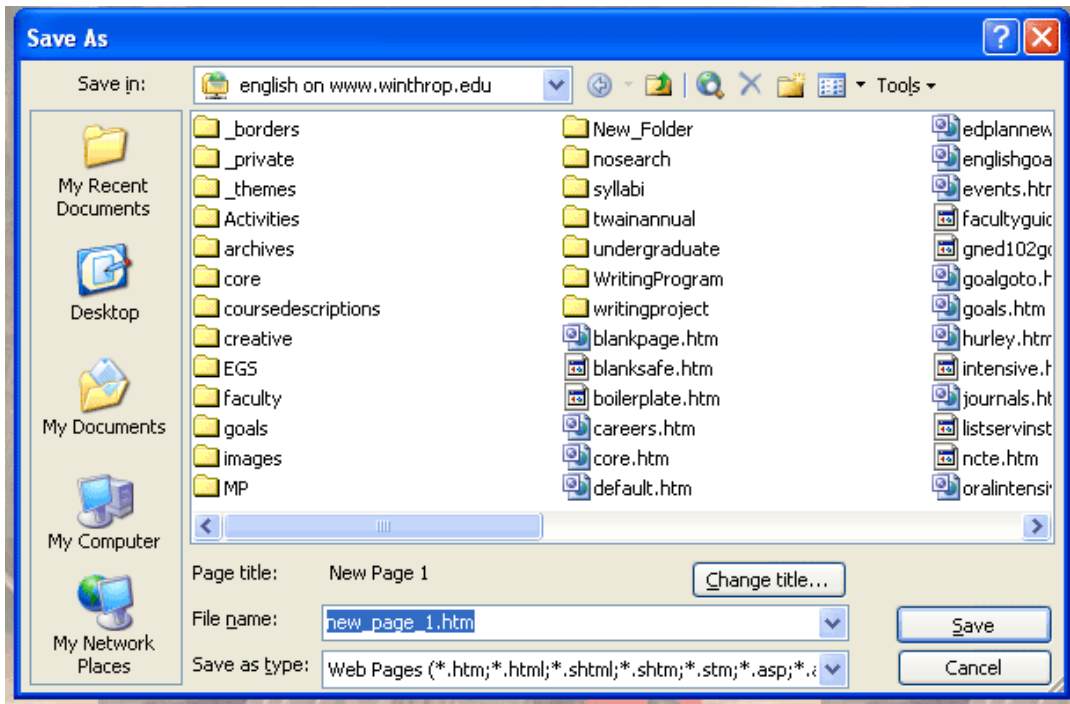
Make sure you save the image to your files. If you simply link to a picture on someone else's page, it may disappear if the page owner removes it.

Placing a PowerPoint presentation on your web page

This isn't hard to do but all the new browsers out there have made this complicated. For best results, I recommend saving the PowerPoint to your desktop in a short-form name with no spaces, and saving it as PowerPoint 97-2003 format (suffix *.ppt). Don't save it in .pptx format! Then you can drag it into your folder list in Expression Web and make a link to it on your *default* page or your **fred** page, just as you would to any other site. PowerPoint has several embedded formats, such as .mht, which are supposed to show up in any browser, but there are a lot of compatibility problems cropping up with Firefox and Chrome, so go for the simplest solution to be sure this will work.

Keeping a Tidy Web Page

One of the biggest challenges in managing a web page is remembering where you put something. That's why it helps to make subfolders for each category of information you put on your page. When you go to save a web page, one of the options you have at the top of the page is a "create new folder" icon. You can use this to create tidy subfolders into which you can save your pages. As you'll see from the illustration of the architecture of the English Department web page below,



we have divided the department page up into various subfolders so that we can keep like items (for instance course descriptions, syllabi, information on the writing program, etc.) together. Get in the habit of creating folders now and storing relevant material in them. It will really simplify the job of keeping track of “where something went” as your website evolves. **Hint:** Just like filenames, try not to leave spaces in a folder name: thus, **researchpaper** instead of **research paper**. It makes the URL tidier and less likely to cause trouble.

Troubleshooting

By far the biggest problem in bringing in files from Word is that Expression Web frequently misinterprets the formatting, especially when that formatting is in TABs. Expression Web reads tables differently (as percents of the whole page width) and it makes them easier to load. If you import text from Word and the formatting goes kerblooey, try backspacing to take out those

phantom TABs. You may also have to use the **decrease indent** key  to get the text to look right.

If you want your page in Expression Web to look nice and balanced no matter whose screen it appears on, use a table (see Kelly Richardson’s default page as an example). This will keep columns nicely lined up no matter what size screen or what kind of browser a reader uses.

If a **hyperlink** doesn’t show up in blue after you import it, just put your cursor at the end of the hyperlink and hit the space bar. This will almost always cause the hyperlink to come alive. If this doesn’t work, just highlight the text and hyperlink it.

Help

Students are the best resource. I’ve had very few questions in Expression Web that one of my students couldn’t answer with a pitying “Oh, that’s easy; you just.....”

There are several good Expression Web tutorials on YouTube; just use the term **expression web tutorial** in the YouTube search engine.

Most of chapter 1 of **Expression Web for Dummies** is online at <http://bit.ly/ahqLKC>.

EDUC 275 has a great Expression Web cheat sheet developed by Marshall Jones and Lisa Harris that covers all the ins and outs of making tables; they are willing to share with proper attribution. http://coe.winthrop.edu/educ275/06_ROLO/EXP_Web_cheat_sheet.pdf.

CREATING WEB PAGES: BASIC TERMS

HTML: Hypertext Markup Language. The computer coding language used to convert words and images into a web page. Expression Web allows you to create web pages without knowing **any** HTML. If you are insatiably curious, however, you can click the **Code** tab at the bottom of the Expression Web screen and see what you created looks like in code. Then click “Normal” and forget you ever saw it.

Fine point: Web page addresses that end in .htm were created in a Windows HTML environment; web page addresses that end in .html were created in an Apple HTML environment. That’s the only difference.

URL: Uniform Resource Locator. The page’s call number on the World Wide Web. It can have many combinations of letters and numbers; **but the only punctuation you should use is hyphens**. DO NOT leave a space in a URL; the computer will try to fill it with code, which gives you a confusing URL. If you MUST leave a space in a page name, you should fill it with an **underscore**. It makes it much easier for computers to deal with the page name.

Official webpages at Winthrop all begin with the extension

<http://www.winthrop.edu/departmentname> or a college server

Faculty webpages at Winthrop all begin with the extension

<http://faculty.winthrop.edu/username>.

Personal and Staff webpages at Winthrop begin with the extension

<http://www.birdnest.org/username>

BROWSER: The program that a computer uses to display web pages. The most common are Internet Explorer (IE) and Netscape Navigator and Apple’s Safari; some people now use Linux browsers like Firefox. AOL’s proprietary browser is the biggest pain in the butt in all of cyberspace. Remember that there are browser wars: what displays in IE may not display in Navigator and vice versa. There is no guarantee WHAT will display in AOL.

SERVER: The name of the computer where a web page lives. Pages at Winthrop are on servers such as www.winthrop.edu, faculty.winthrop.edu, and www.birdnest.org. “The server is down” is the all-purpose excuse of the 21st century. Your web page will live on a server, not on the computer in your office (*unless you screw up while saving it*).

ISP: Internet Service Provider. The company that runs the server and connects it to the web—usually a phone coe. Winthrop’s ISP is Comporium.

WYSIWYG (pron. “wizzy-wig”): What you see is what you get. Expression Web is a WYSIWYG program because it lets you see exactly how your page will appear before you load it onto a server. You do this by clicking the “Preview” tab at the bottom of the page.

Winthrop Web Services Page: <http://www.winthrop.edu/web/>