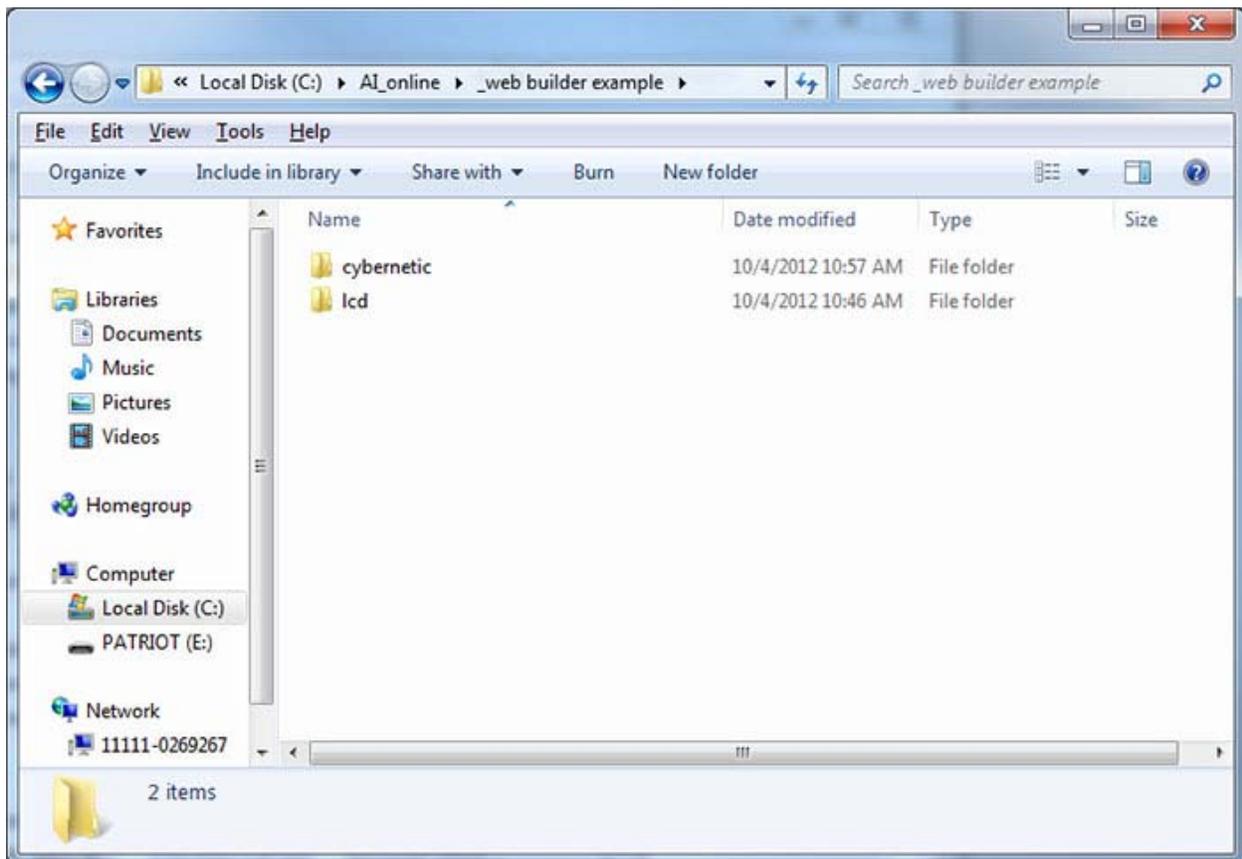


Setting up a simple web site.

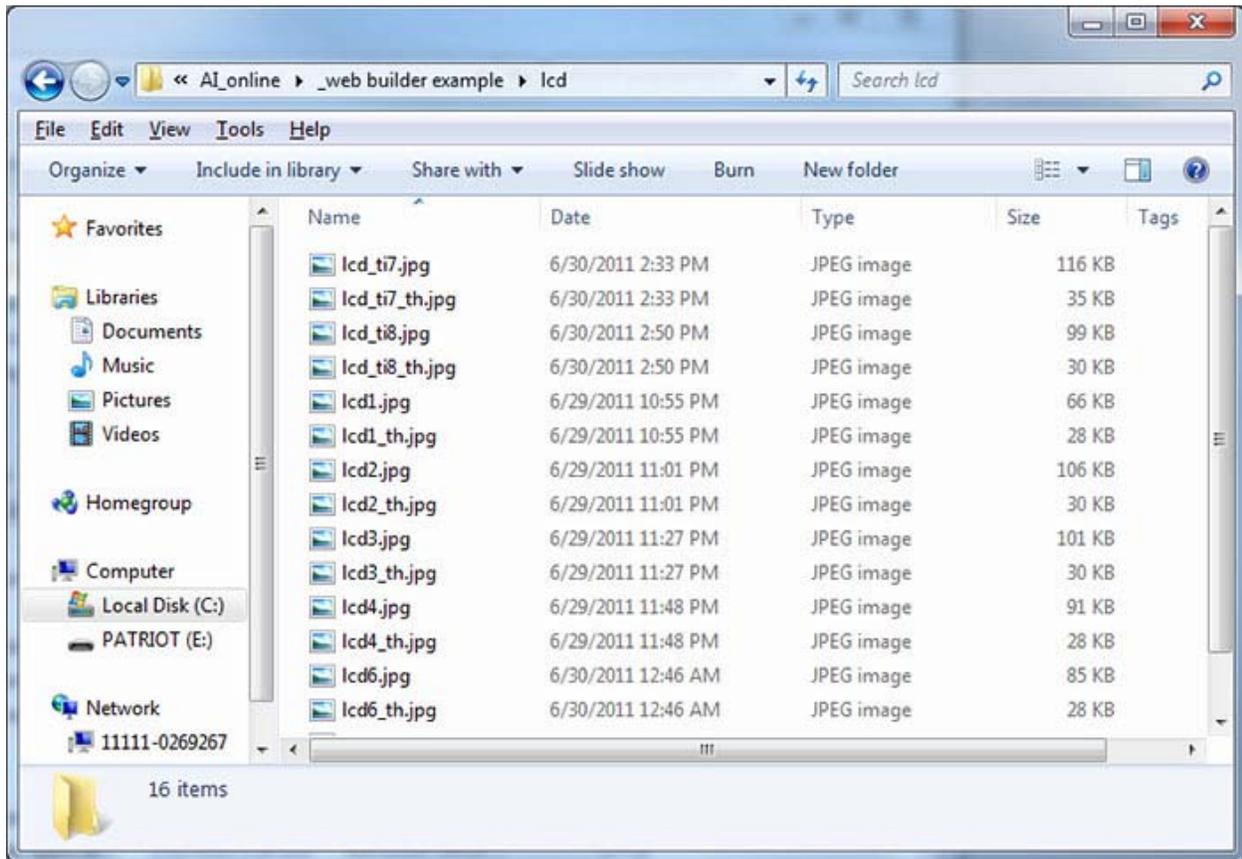
The purpose of this short tutorial is to show you how to use one particular set of proprietary site builder tools to create a simple web site. Most web hosting companies have such tools and they can be the quickest way to get an initial portfolio site on the web. This is only to get you started; you can always migrate later to more sophisticated techniques, such as using Dreamweaver and paid hosting, to fine tune your site for a truly professional look and feel. We will be using the site builder tools that are currently available with a free hosting account on *wix.com*, to create a simple, but functional web site. It is only a taste of what you can do with these or other tools.

Caveat: There is a down side to using the Wix site builder. It does not seem to use actual thumbnails, but instead loads a full size image that only looks like a thumbnail. This can cause long load times, if you have a lot of large images. Other site builder tools may not have this problem; I know Google does not, but it has its own set of challenges, as do the builder tools from other hosting companies. You may want to try several, before you find one that suits your needs.

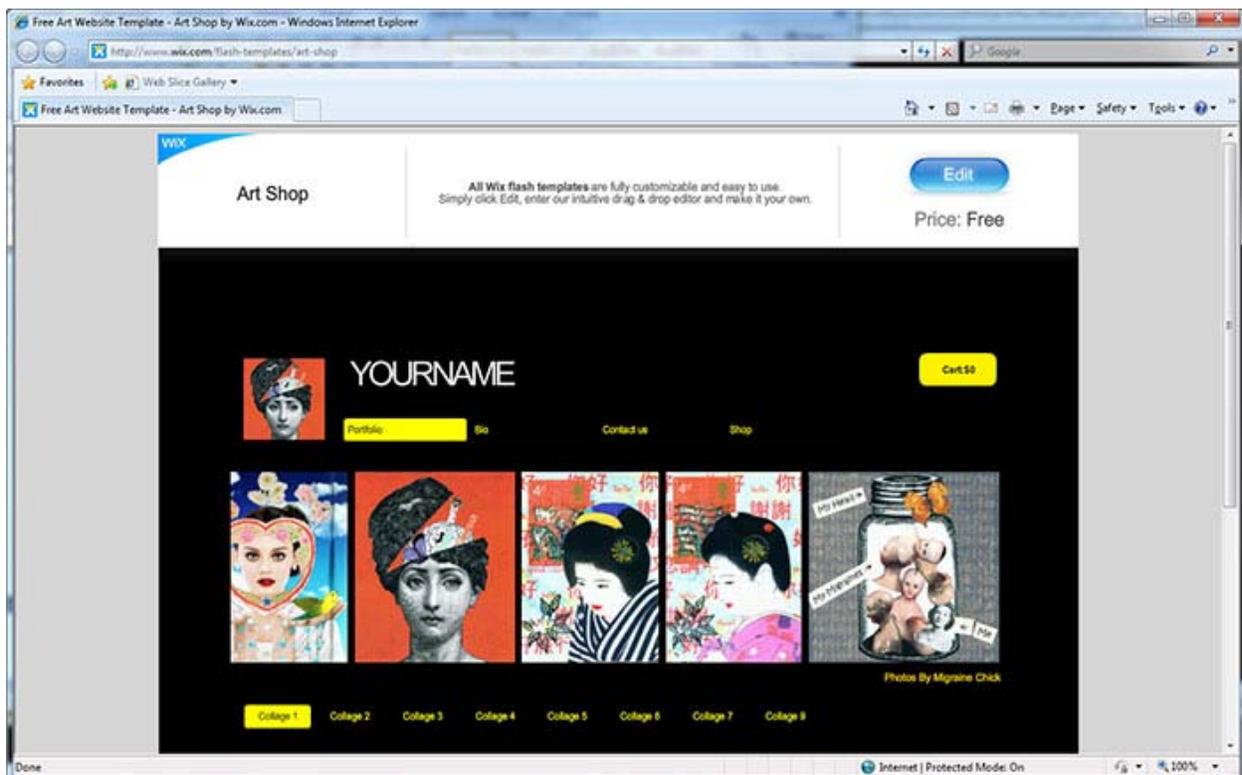
Before you start working on your site, use Photoshop, Fireworks or similar to create web optimized versions of the images you wish to show. In particular, make sure they are saved at 72 ppi, as there is really no advantage to higher resolution, but the disadvantage is higher bandwidth and more storage space. Save all your images and other files for your site in one folder. See Illustration 1 below:



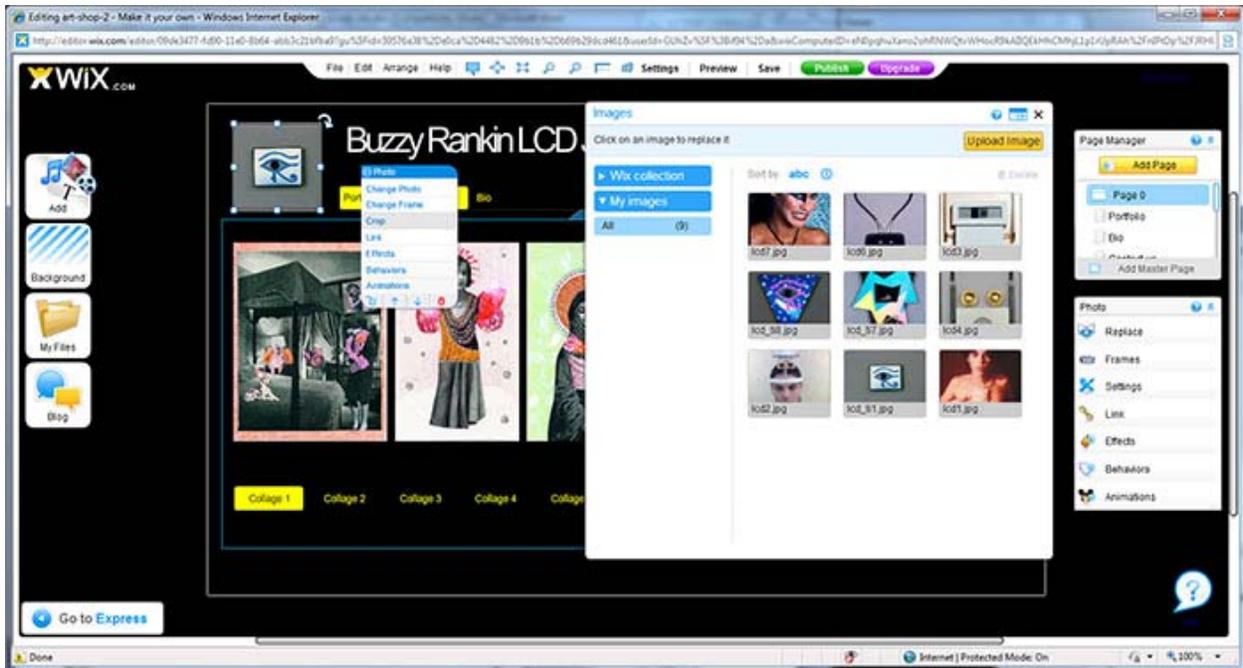
If your web site tools allow for using actual thumbnails, make both a larger version and a thumbnail version for every image and keep them in your web site folder. (Note: the images used in this tutorial were all scanned from slides) See Illustration 2 below.



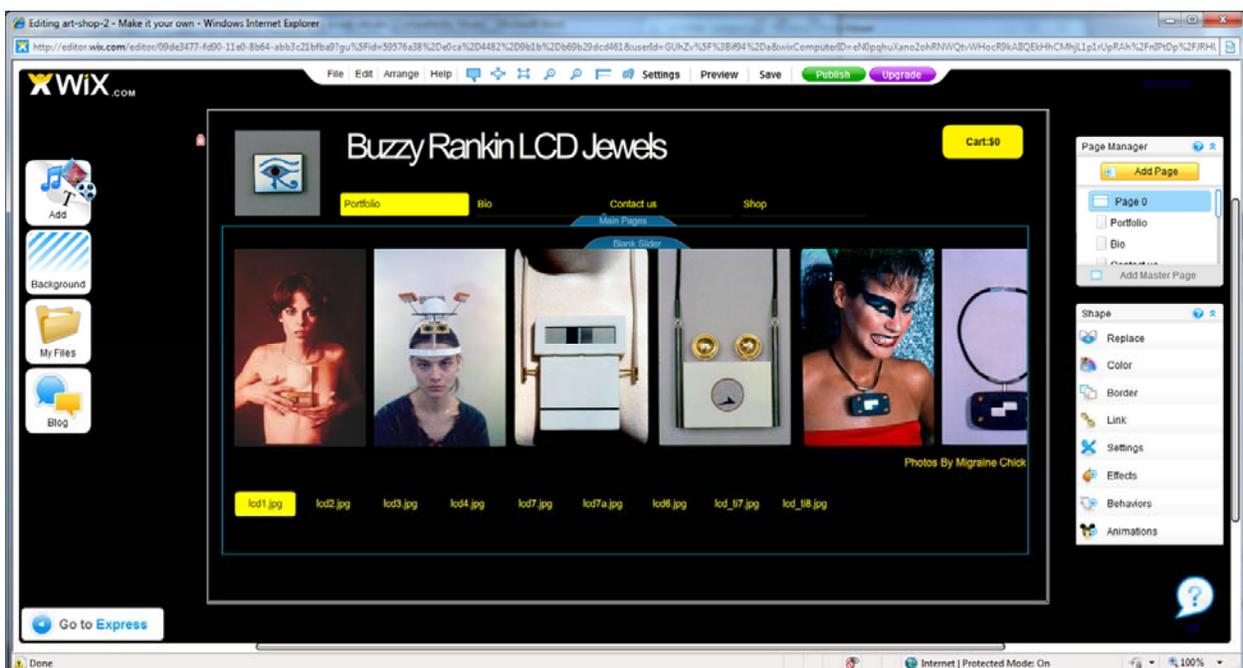
Now- Go to wix.com and sign up for the *free* service; you will be presented with many choices of templates that you can edit to suit your needs. I chose one called “Art Shop”, but you may well find one that you like better. See Illustration 3 below:



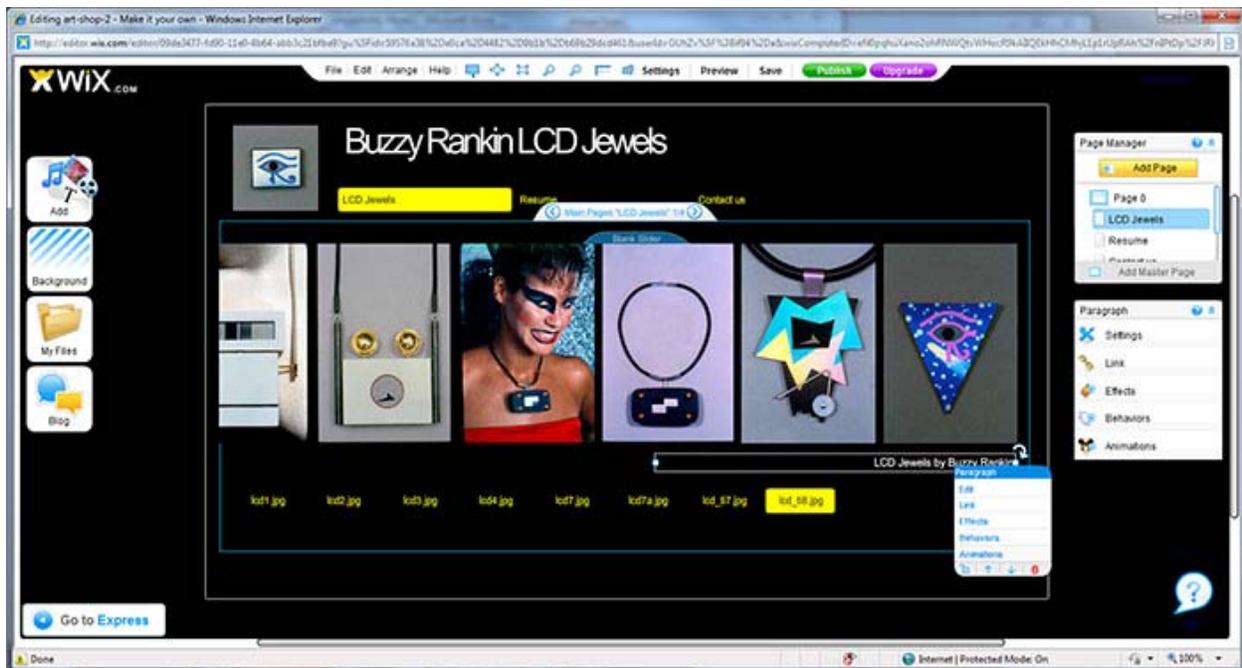
I will review how to use this particular template: Click on the “Edit” button in the upper right, and then click on “Editor” in the lower left for more control of your editing operations (“Express” is the default option, but with less control). The editor is easy to use; if you click on any item on the page, a context sensitive menu will pop up and you make choices from it. In the illustration below, I have edited the site name and swapped out the image in the upper left corner for one of my own. To do this, you will first need to upload any image(s) you wish to use. The interface for that is simple and intuitive. See Illustration 4 below:



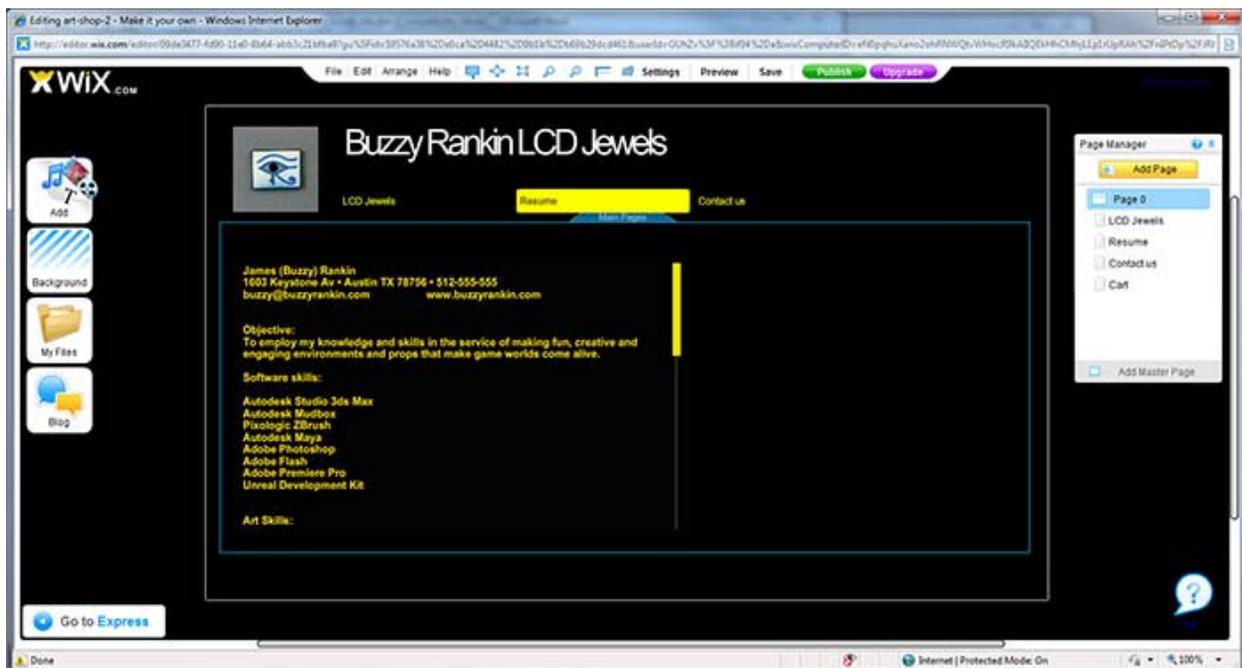
Now we are ready to load our own images into the template, but first we will need to delete the ones already there, since they have multiple, inconsistent sizes. Click one of the images in the main panel, then click “Manage Photos” > “Delete All”; you can now add your own images. Click in the recently cleared space for photos and in the menu that comes up, click “Add Photo”; choose from the photos you have previously uploaded, or upload them now. Repeat until all your images are on the page. See Illustration 3 below:



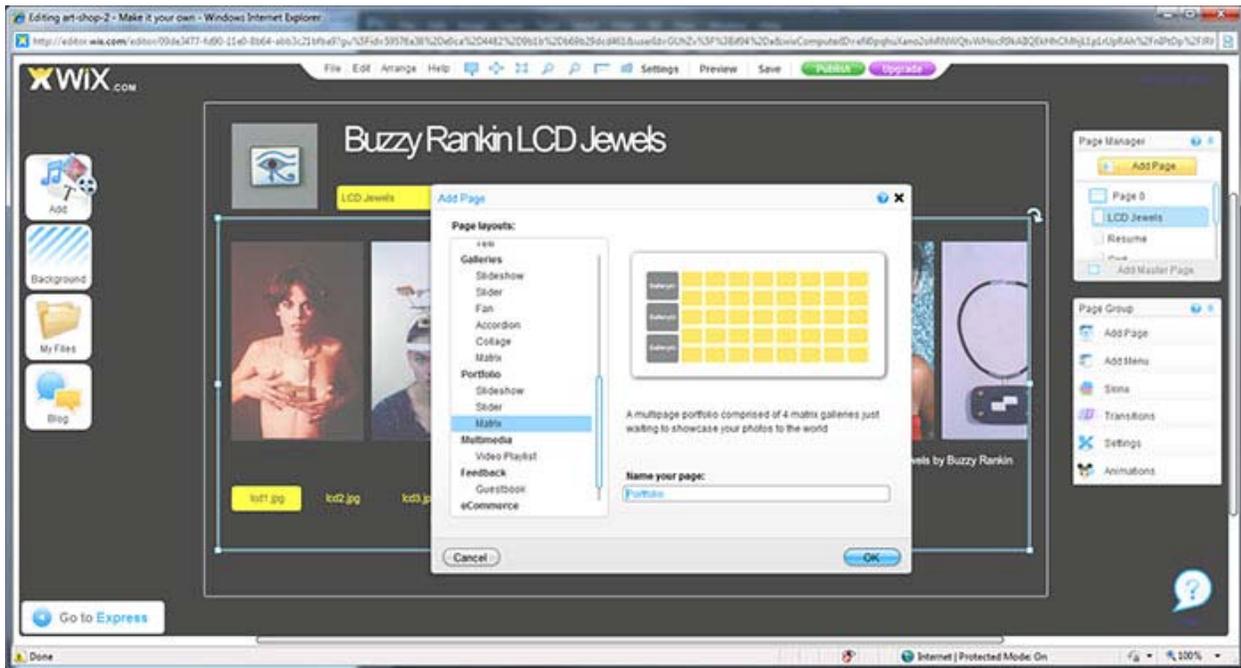
If you wish to preview your site at any time, click “Preview” in the menu bar at the top of the page. Now return to editing: you can click on the various parts of the page to change their appearance via the pop up menus. I do not want a cart or the “Shop” page, and so I deleted them completely; I then changed labeling on other page items, again by using the menus available as you click on items. Be very careful about resizing and moving areas on the page, as that can seriously interfere with site functionality. See Illustration 4 below:



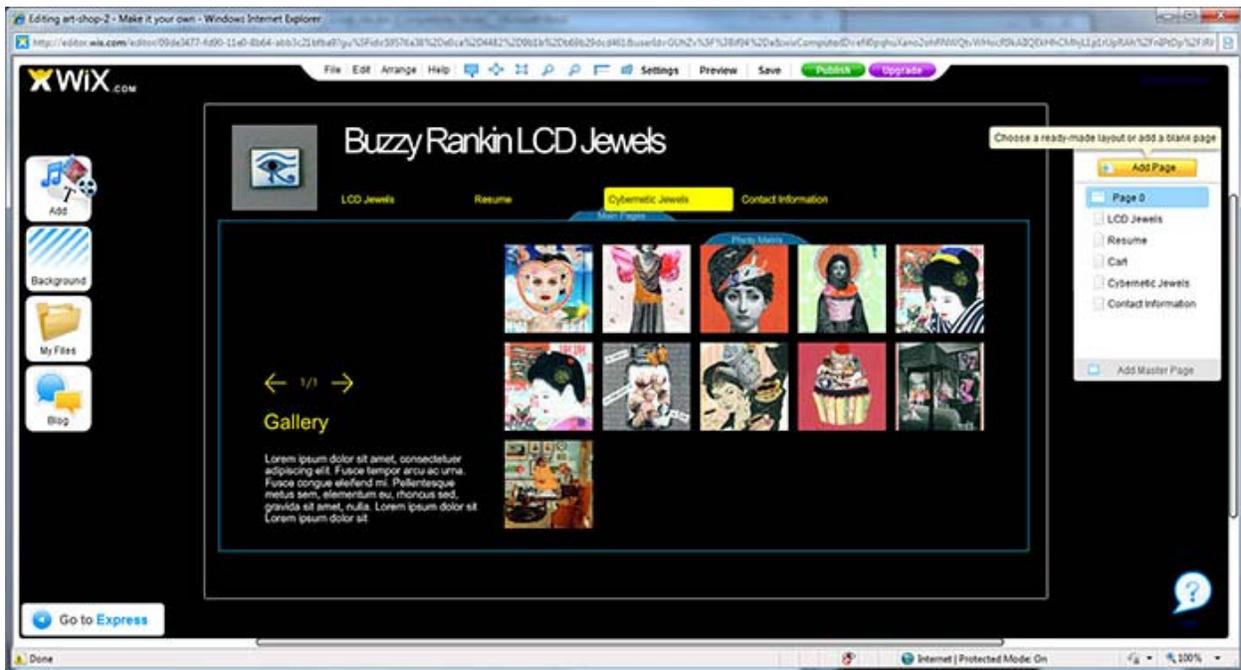
I have renamed the “Bio” page to “Resume” and I used the edit function for that page to replace the text in the scrolling text box. Some adjustment was necessary, after importing from a Word document. I have also edited the contents of the “Contact” page. See Illustration 5 below.



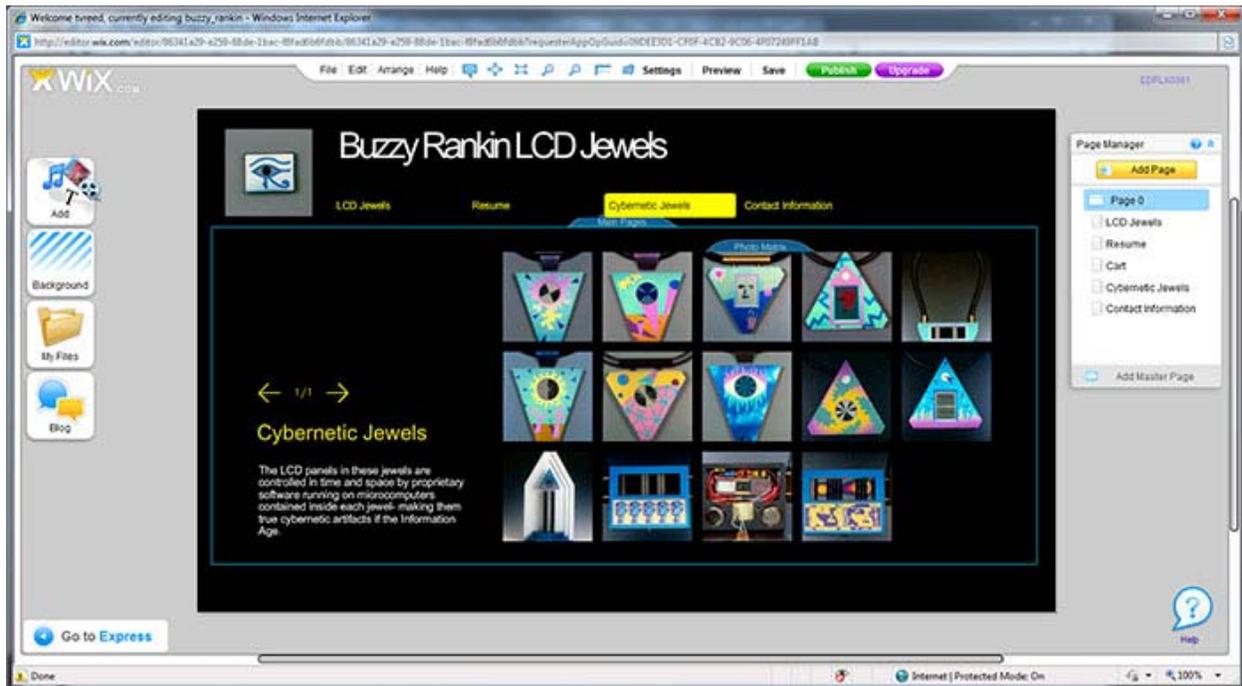
Now I want to add another page to the site. This is easily done by clicking the “Add Page” button in the upper right. This will yield a list of different types of pages and I have chosen a portfolio page of matrix type. See Illustration 6 below.



Another caveat: The Wix builder tools are easy to use but limited and quirky. When I try to move the navigation tab for the new “Cybernetic Jewels” page to the left of “Resume” it loads a completely spurious page instead. To see the default matrix page, see Illustration 6 below.



Now it is time to edit this page to suit our needs; this random access type of presentation might be even more useful for portfolio presentation than the slider on the “LCD Jewels” page. As with the first page of images, you need to click in the image section and select “Manage Photos” > “Delete All”, then you can add images like we did on that first page. Another limitation of this tool seems to be an inability to choose how thumbnails are selected from the target images. To see the results of adding images, editing text and changing background color, see Illustration 7 below.



Now you are ready to publish your site to the web, so that anyone can see it. This is very easily done, by clicking the “Publish” button at the top of the screen. That’s all there is to it!

I am not necessarily saying that wix.com is the best solution- it has a great many limitations. It is free, however, even if that does include third party branding. Not all free hosting so encumbers your site, so you may want to look around.

If you want to see the results of all this work, go to http://tvreed.wix.com/buzzy_rankin .

To see this same content in a site made with another free site builder, Google Sites, go to <https://sites.google.com/site/vrtestum3/>.

Happy site building.

-Buzzy

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