

30  
PAGES OF  
EXPERT TUTORIALS

web



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# designer

ISSUE 133 <sup>TM</sup>

**Dw** DREAMWEAVER **Fl** FLASH **Ps** PHOTOSHOP

**EXPERT GUIDE**

## INNOVATIVE INTERFACES IN FLASH

Add user-controlled avatars to site navigation

*Take your  
web skills*

# Freelance

**How to turn pro and become a dotcom design success**  
• Build up your contacts • Secure support and funding • Get that killer design contract

## HOW TO:

- Switch page designs instantly with **CSS**
- Add high-impact image rollovers using only **CSS**
- Build eCommerce sites with **ClickCart Pro** (part 3)
- Forge secure web forms using Captcha images and **PHP**

**FEATURE**

## SHOWCASE YOUR SKILLS

How creative web communities spread the word on your work



**FLASH CODE ART TRICKS**  
Apply striking digital effects to your web images with ActionScripting techniques



**PERFECT PAGE GRAPHICS**  
Create ornamental site headers that will top off your templates with fashionable style



# THE experts

LINING UP THE FINEST MINDS IN WEB DESIGN FOR YOUR ONLINE EDUCATION



## Mark Shufflebottom

ADDING SOME MORE CHARACTER TO YOUR CURSOR

Effective navigation should be one of the staples of a decent site, although that doesn't mean it has to be wholly traditional. This month, Mark returns with an innovative animated menu system that uses a cursor-controlled sprite to get you where you want.



## Darren Richardson

BACK AGAIN WITH MORE CODE-BASED VISUAL FUN

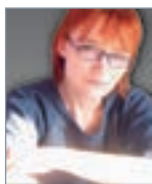
The man who has learnt more about ActionScript than most will ever know is back with another fine helping of code art exercises. There are even some sneaky ideas in there for AS3, so make sure you're prepared for a pretty thorough workout!



## James Kingman

FORGING BEAUTIFUL PAGE HEADERS WITH PHOTOSHOP

Even the most basic HTML page can look like a world beater with an injection of graphical eye-candy added. This month James does exactly that by designing an ornamental site header that will get your visitors suitably excited by your content.



## Rachel Andrew

SHOWING HOW TO ADD SECURITY TO YOUR PHP FORMS

If you want to prevent pesky cases of mail injection and automated submission, then you probably should investigate using Captcha images. Luckily our PHP expert Rachel Andrew takes the mystery out of this clever and popular security technique.

# Welcome



This month sees us take a look at the two sides of working within the web industry – becoming a solo freelancer and joining a creative community

THERE TENDS TO BE two different types of people in this world. Some of us can't live without the company of others for even a minute, while a good few tend to relish those moments when they can be more solitary. In the main, we all have times when we fit into either profile to suit our mood, which is why this month we've chosen to apply and examine both concepts within the web design world.

Our first feature chronicles the rise of the online creative community and those influential sites that are bringing inspirational people together. Justin Maller draws on his own experiences setting up and running graphical hangout depthCORE.com, to have a good look at why collaborating across the internet is such a fashionable thing to be doing these days.

On the other side of the coin, we take a more practical approach to the idea of branching out professionally and going freelance. It may be the dream of many of us to be our own boss, work from home and go it alone, but it's actually a potential minefield if you're not totally clued up on what's required. The ever well-versed David Howell presents a veritable survival guide filled with essential nuggets of advice, ranging from obtaining funding, getting equipped

and negotiating all the legal areas that will doubtlessly affect your business activities. If it goes on to give you the confidence you need to get your venture off the ground, then please do let us know how you get on – it's free publicity at least!

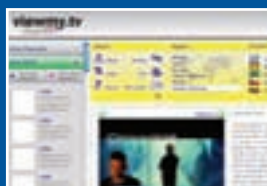
The practical tutorials this month are similarly ideal for rounding off your technical expertise, with a varied group of projects. Flash fans will enjoy avatar-driven navigation and Darren Richardson's next instalment of code art goodness, while Photoshop fiends will learn how to design gorgeous page-header graphics with James Kingman. A real highlight for Dreamweaver users will be an explanation for securing PHP forms with Captchas, before a twin CSS assault wraps things up in typical style...

See you next time!

Mark Billen  
EDITOR

## Editor's picks

Web Designer 133 has much more going for it than you might have thought...



30-32

We go back stage at new international TV broadcasting site viewmy.tv in Behind the Scenes



82-84

Our reviews section continues with another haul of great hardware products to evaluate



92-94

It might have skipped a month, but the third and final ClickCartPro tutorial is here!

## COVER ARTIST

On cover duties this month is regular contributor and depthCORE.com co-conspirator Justin Maller. Find his art running over the lead feature this month and give his article a read on page 36.



# gallery

## THE CREAM OF THE WEB CROP

### ZERO STLYE

[www.0-style.com](http://www.0-style.com)

**Designed by: Joshua Stearns**

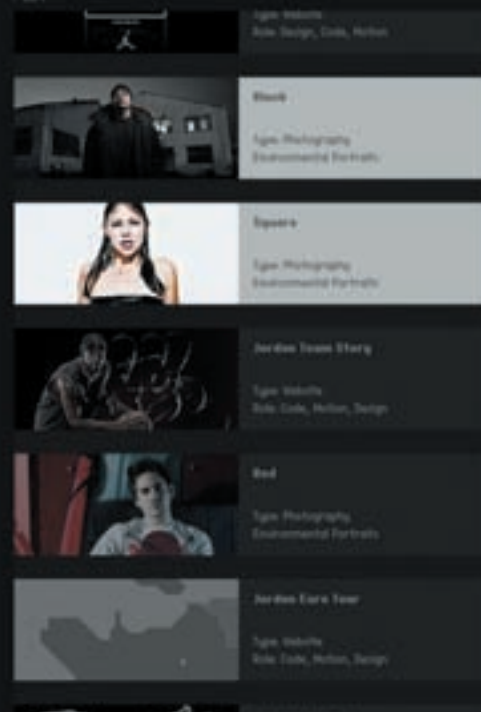
Some of the most stylish and inspirational web design we've come across in the last few years has come from personal portfolio-based websites and with Zero Style it appears this is very much a continuing trend. Photographer and designer Joshua Stearns has crafted a masterpiece, with a delightful and intelligent interface that sits comfortably, with style to the left and right of your page. This clever layout enables the strength of his visual armour to blast out from the centre. This is one site that certainly does NOT live up to its name.

### 0-Style

This is Zero Style  
Location - San Francisco, CA

Call + 415 250 2000  
E-Mail - [zero@0-style.com](mailto:zero@0-style.com)

Start



SITE  
OF THE  
MONTH  
web  
designer

*The site's navigation is effortlessly uncomplicated, yet maintains a high degree of presence throughout with slick animation and transitions*

### Site Highlight

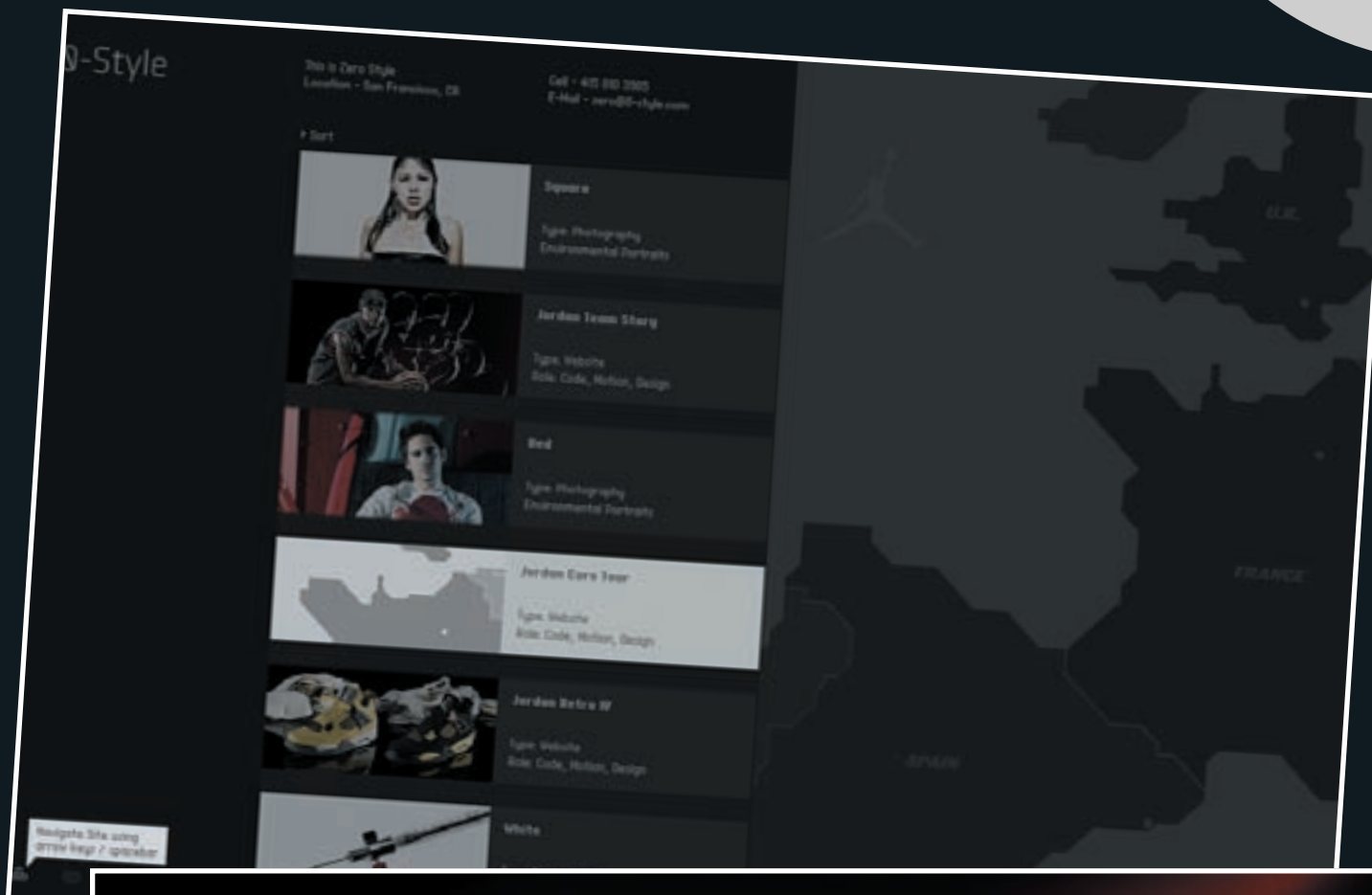
The stand out element for this website is its navigation, which has been perfectly constructed not to interfere with the body of work that's the website's main focus.

*As for clickability, there's a series of quick links to the images on the left along with the sound player located at the top right of the screen*

**ANOTHER ISSUE** and that means we bring you yet another carefully hand-picked selection of the most original, dynamic and darn right inspirational websites currently being let out the asylum. So put the kettle on, settle down with a brew and take a peek at this little lot

# GOT IT? FLAUNT IT!

If you know of an exciting website or have perhaps built one you regard as being mighty fine, then tell us about it. We're always interested to hear about great URLs or stunning site launches so don't be shy, drop us a line at [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk)



The site is also linked to online communities like Flickr and provides a quick link on the bottom left of the navigation. This helps build exposure for the site with a wider audience

Stearns has some heavyweight clients festering in his portfolio arsenal, with a large number of projects for global brand, Nike



# gallery

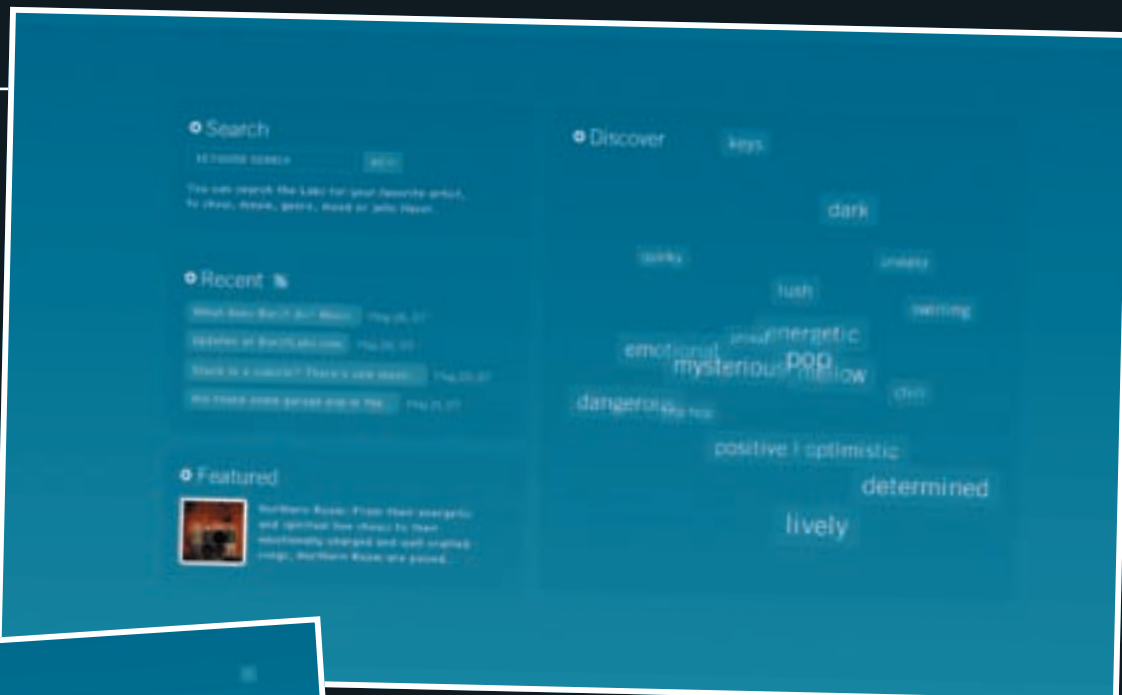
## THE CREAM OF THE WEB CROP

### BURST LABS

www.burstlabs.com

Designed by: **Grid Plane**

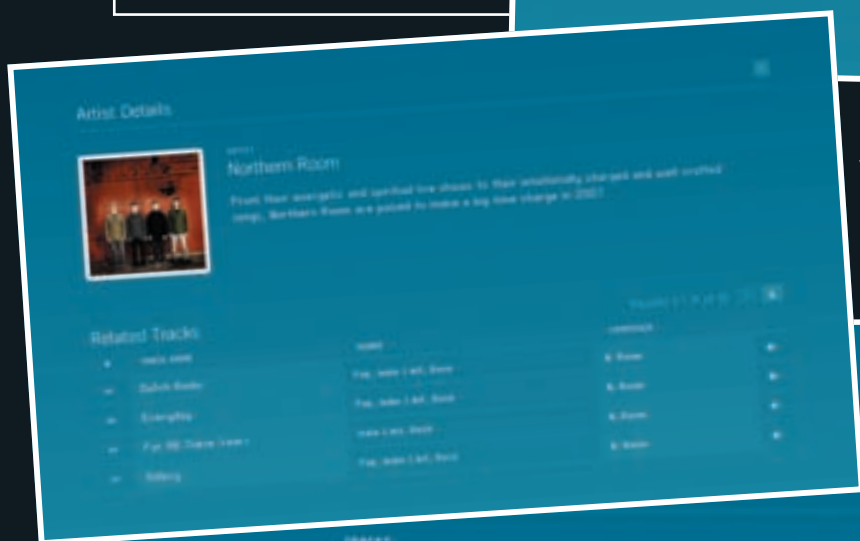
Burst Labs is the online music company that, in its own words "...you have almost certainly heard everywhere, but have (probably) never heard of." Having composed and produced music for television, commercials, promos, movie trailers, software and corporate events, Burst Lab's website essentially provides a music library and music licensing for independent artists. The design of the site is beautifully simple and unpretentious and grants users the ability to search for their favourite artists or indeed area of interest from the collection.



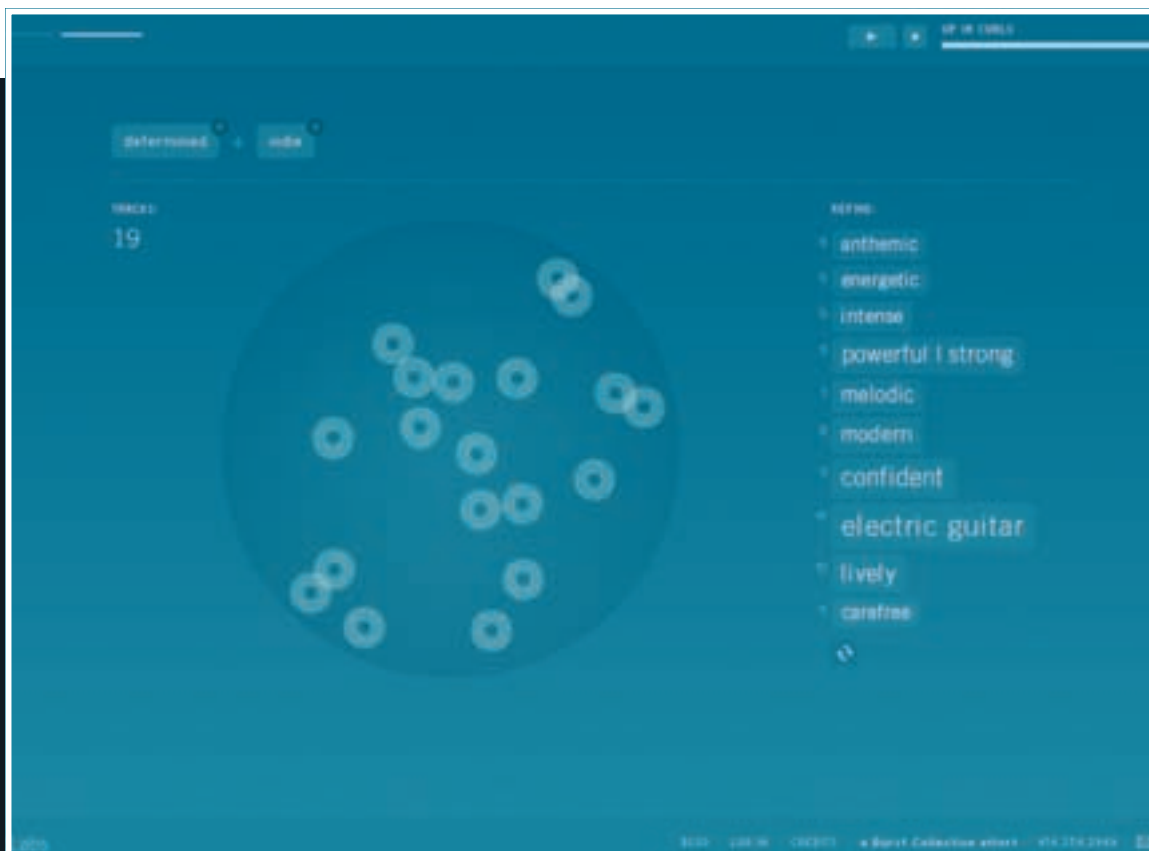
A music-based website with an ambient user experience, one that plays on subtle design to make up for the naturally limited amount of visual content

You can view an artist's details, including a brief bio and image, but, most importantly, the facility to preview their sound using the sound previewer

The floating words to the right of the homepage takes you to what appears to be a random search for musical tracks linked to that word



If you select one of the refined search names the cell-like interface reduces in numbers, yet grows in its size



## Site Highlight

The search function is this website's main asset, with its beautiful, unique manner in which it displays your search results depending on a specific word.



## DIGICRAFTS<sup>®</sup> FLASH COMPONENTS



### photoBUSTER CS component

- Capture/Crop any MovieClip in flash
- Save capture/crop to jpeg or png
- No Action Script needed and simple UI
- Add Watermark
- Flash CS3 and Action Script 3.0
- and more ...



### rotationMENU CS component

- No Action Script Needed
- 3D Rotation Effect
- Real-time Mirror Effect
- Real-time Motion Blur Effect
- Customize Radius & Angle
- Flash CS3 and Action Script 3.0



### photoFLIP component

- No Action Script Needed
- Use with Flickr and YouTube
- Real-time Mirror Effect
- Real-time Motion Blur Effect
- Fully Customizable

More flash components available on  
[www.digicrafts.com.hk/components](http://www.digicrafts.com.hk/components)

Discount  
Coupon Code  
**133WDA**

# gallery

THE CREAM OF THE WEB CROP



## TOSHIYUKI KUWABARA

www.toshiyukikuwabara.com

Designed by: Toshiyuki Kuwabara

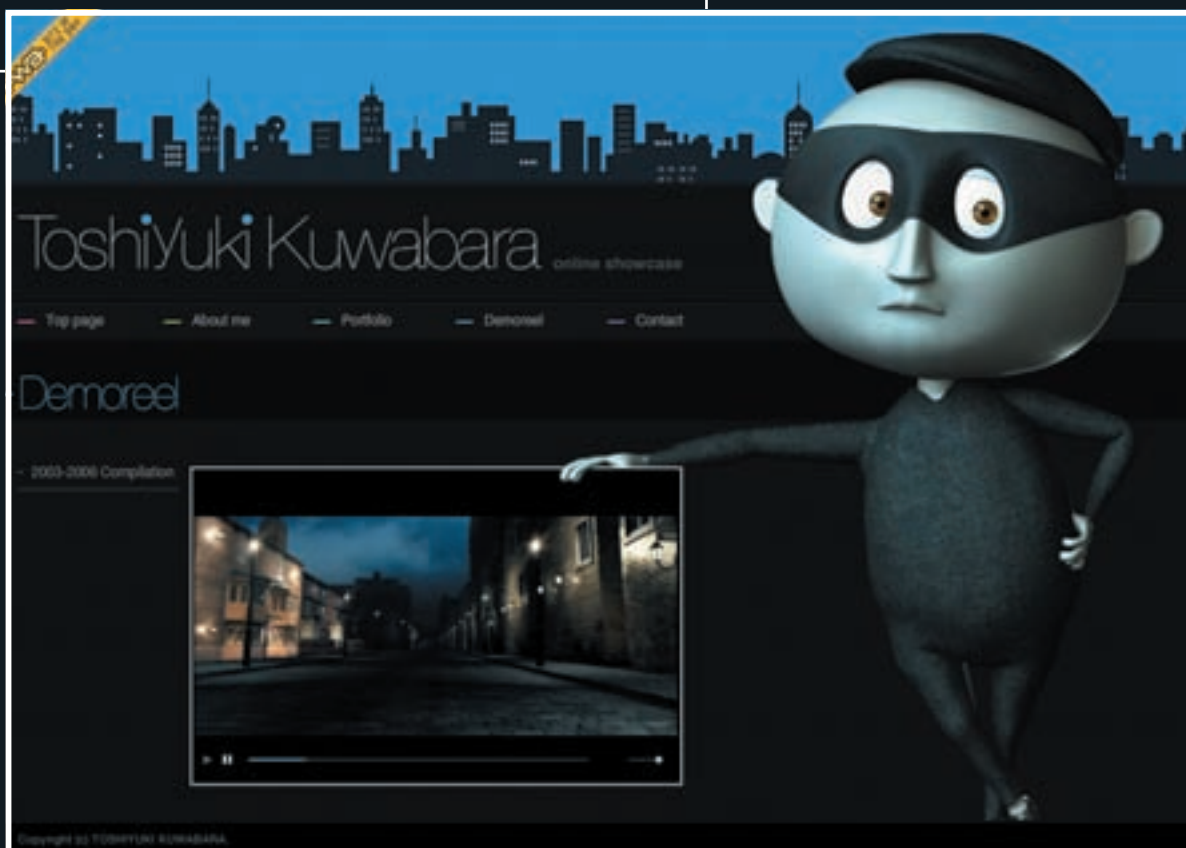
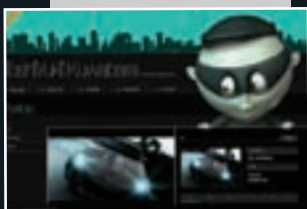
For those of you that enjoy everything and anything visually creative, then we have no doubt that you'll enjoy this little gem, plucked for your pleasure. Toshiyuki Kuwabara's talents in 3D/Character design and animation, illustration and graphic design are all showcased in this award-winning domain for your entertainment. The design of the site and navigation is highly polished with a rigid layout holding his portfolio in a tightly grasped series of panels of previewers and information.

Check out his mesmerising demo reel which is embedded in the site for speedy viewing



### Site Highlight

There's no doubting the talents of this man, the highlight of this website has to be the work on display all encased in a fantastic layout.





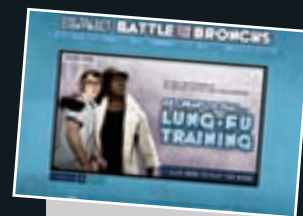
The site has a great sense of fun from the outset, with genius character names like that of the hard-hearted gang leader Hack Wheeler

## THE BATTLE FOR THE BRONCHS

[www.battleforthebronchs.com.au](http://www.battleforthebronchs.com.au)

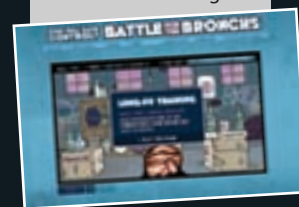
Designed by: **Tequila**

Here's a fascinating and educational website that you don't see every day. The Battle for the Bronchs is an interactive video comic set up by GlaxoSmithKline Australia, manufacturer and supplier of pharmaceuticals. The main purpose of the site is clearly to educate its users about Asthma and it does so in an intuitive, fun and entertaining way. The story of the video comic is based around a gangland territorial battle between the Airforce and Trigger gangs for the city of the Bronchs (or lungs), where you ultimately decide who will gain control.



## Site Highlight

The site is a lot of fun with some quirky Flash games to keep you busy in your lunch hour, all, of course, related to breathing



# gallery

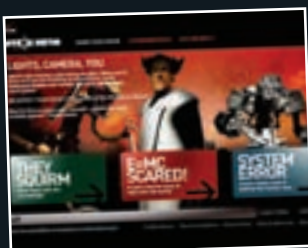
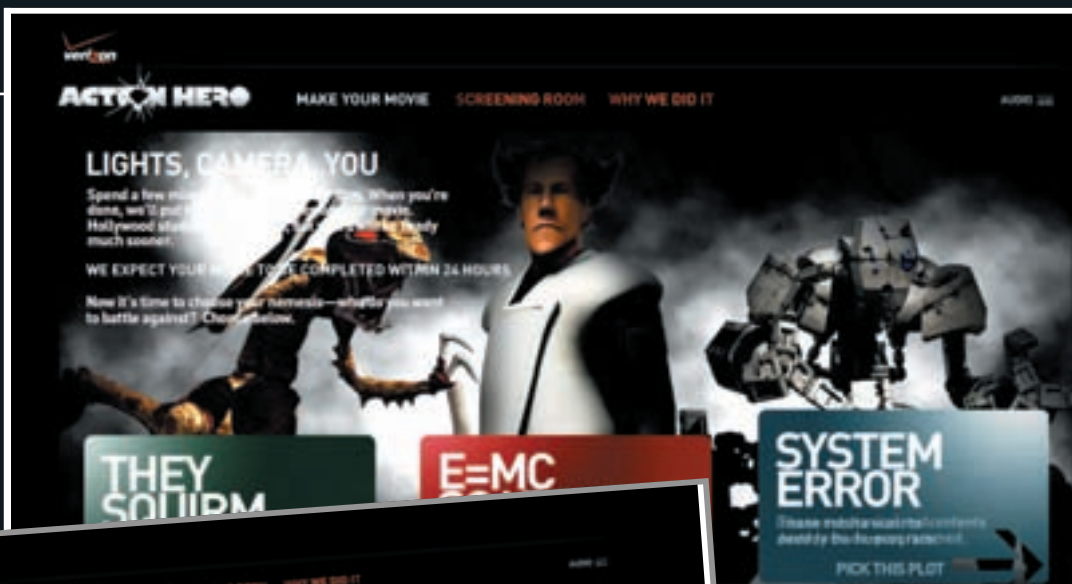
## THE CREAM OF THE WEB CROP

### VERIZON ACTION HERO

<http://actionhero.verizon.com>

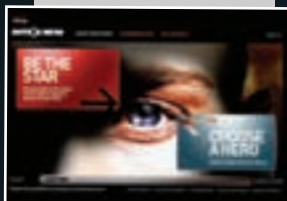
Designed by: **R/GA Interactive Agency**

Here's the chance to make your very own movie and to be both the star and the director, while also fully "Experiencing the broadband power of the verizon network". Navigate through the site and choose the movie's plot, create a hero, edit the scenes and select the music to suit this basic but superbly constructed site. Once you have made your selections all the film goes into production, with final rendering ready for viewing. Once completed this can be shared with all your friends.

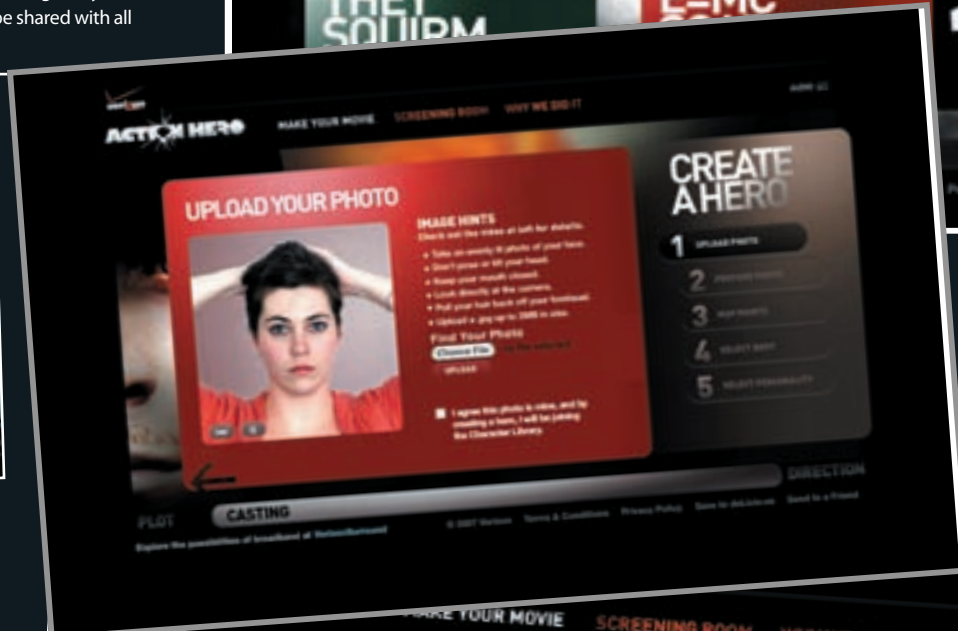


### Site Highlight

The usability of this website is second to none, as the customisation of a movie and the ability to upload your own face as a hero is a superb concept, brilliantly executed.



*In the director's chair you can select your opening sequence, the main chase, the ending, soundtrack and title of your movie*



*This intuitive website can truly boast some fantastic imagery that's a long way from the boring, flat, vector-based visuals of sites of the same ilk*

*You have the option to create your own hero or to select a precreated one for your very own action hero*





# bulletin

## HOT NEWS FROM THE WEB DESIGN WORLD



### CURRENT FAVOURITES

**Rob Ford**, Founder & Principal of theFWA.com, gives his monthly pick of the coolest sites out there



### Let The Game Continue

[www.folytasdajatekot.com](http://www.folytasdajatekot.com)

Designed by: bartleboleghegarty.com

You make the choices in this interactive video for Axe's Shock shower gel.



### Samsung Summer Collection

[samsung.com/se/current/campaign](http://samsung.com/se/current/campaign)

Designed by: [www.perfectfools.com](http://www.perfectfools.com)

High impact, in-your-face motion-packed site promoting Samsung's latest phones.



### Brahma Bus

[www.improvise.ru/bus/draw.aspx](http://www.improvise.ru/bus/draw.aspx)

Designed by: [www.parkstudio.ru](http://www.parkstudio.ru)

Let your creative side loose in this three-dimensional experience in street art.

## Adobe release Coldfusion beta

ADOBE ANNOUNCES PUBLIC TEST VERSION OF POWERFUL WEB BUILDER, WHILE THE MAX CONFERENCE HITS EUROPE

**NEVER ONE TO** rest on its laurels, the latest exciting beta release from Adobe comes in the shape of ColdFusion 8. Previously code-named Scorpio, ColdFusion 8 is the latest version of the software giant's web-development tool.

With increasing productivity for developers and designers very much at the forefront of this release, it certainly seems to live up to this aim, if early reports from testers are to be believed. By working with Adobe Flex and AJAX technology, ColdFusion 8 gives developers the ability to design engaging applications by integrating complex environments into intuitive interfaces.

The integration with other platforms is also impressive, with .NET, Windows Vista and new J2EE servers all supported. The public beta is available for free download from <http://labs.adobe.com>. Following a series of alpha and beta versions already, Adobe says this version is pretty much what it expects to be shipped later this year, so says to any concerned about possible problems and bugs with the Beta not to worry.

In the months running up to the final release, Adobe will be pitting ColdFusion 8 to developers at events worldwide, with perhaps the most significant conference being the first European MAX in Barcelona, running from 15-18 October. This event marks an exciting expansion of the popular MAX Conference into Europe. MAX 2007 will be kicking off with a keynote speech by Adobe chief software architect Kevin Lynch. Alongside speeches and announcements from the company's top dogs, workshops, hands-on sessions and presentations will be on offer, providing networking opportunities for European designers and developers. Besides all this, Adobe has also put out the call for nominations for the MAX 2007 Awards, which honour the most engaging customer work across seven categories. The closing date for entries is 3 August, with submissions accepted through <http://adobemax2007.com/na/awards/submit>.

Visit [www.adobemax2007.com/europe](http://www.adobemax2007.com/europe) to pre-register for this exciting event and to find out more info.



ColdFusion 8, along with CS3, will surely be a hot topic at the exciting European MAX event in Barcelona

**"THE INTEGRATION WITH OTHER PLATFORMS IS ALSO IMPRESSIVE"**



Adobe's Kevin Lynch is expected to deliver an exciting keynote speech at MAX 07 later this year

# Touching a digital future

MICROSOFT SURFACE FURTHER BLURS THE VIRTUAL/REAL LIFE DIVIDE WITH AN AWESOME INTERACTIVE PLATFORM

**WITH THE INFUX** of virtual reality games such as *Second Life* and the innovations in technology zooming forward at rocket's pace, it was only a matter of time before the realms of virtual and real life were well and truly blurred. Enter Microsoft Surface and the physical and digital worlds are fused.

The Redmond-based giant has announced the release of the first commercially available touch-screen table, aptly named – Surface. In simple terms, the system turns an ordinary tabletop into a vibrant, interactive surface, providing interaction with digital content through natural movements and physical touch. Users of Surface can literally grab digital information

and interact using touch, with no need for a keyboard or mouse. By using your hands or literally placing other objects on the surface, such as an item you want to buy, Microsoft claims that Surface will change the way we interact with technology forever. According to Microsoft, this technology will transform the way we shop, dine and entertain, pitting it as a move away from complicated technology that alienates and intimidates many who aren't comfortable with the features of many of today's devices. Obvious implications for how this may impact on the way we access the internet or might design Surface-compliant sites certainly seem exciting prospects should the technology catch on.



*Order a drink, book your tickets or make a photo album... all with the touch of a finger. But what could it mean for the web?*

## How safe is your search?

MCAFFEE PUBLISH SEARCH ENGINE SAFETY RESEARCH

**INTERNET SAFETY IS** undoubtedly high on the agenda of every web user and developer. And with search engines starting four out of five website visits, they're at the centre of safety concerns. It's these concerns that sparked McAfee Inc to publish an update to its inaugural study The State of Search Engine Safety. The study looked at the top five search engines: Google, Yahoo!, MSN, AOL and Ask. Overall, the study reflected a very slight decline in the overall safety risk to search engine users, but it



was the comparison between sponsored and non-sponsored results that were most significant. The study found that sponsored results were two and half times more risky than non-sponsored.

AOL was found to return the safest results, with Yahoo! returning the riskiest. Tim Dowling, VP consumer growth initiatives at McAfee SiteAdvisor says: "We're encouraged to see some improvement in search engine safety. But consumers are still exposed to millions of risky searches per month."



*Search engine safety is still a worrying topic for designers. AOL produces safest results, with Yahoo! the riskiest*

## NEWS in brief



### CASH FOR GOING GREEN

The incentives for a greener web just got a cash injection. Envirofone.com, the UK's leading recycling website is calling for websites to join its programme to encourage their visitors to recycle old mobile phones. Both the site and visitors will receive a cash incentive to do so. So far, 350 sites have taken up the initiative and Envirofone is looking to double this figure in the next few months.



### TFL VICTORIOUS

The newly re-launched Tfl.gov.uk has been announced Central Government Website of the Year at the Good Communication Awards 2007. The new version of the site, launched on 9 March this year, beat off competition from the likes of Direct.gov.uk and Homeoffice.gov.uk to win the award.



### LUXURY LETDOWN

Global Reviews research shows buying a car is as much about the website as it is about the test drive. Results show that consumers' experiences online heavily influence decisions when buying a new car. This experience however varies widely between leading luxury car websites, with BMW offering the best customer experience, and Ferrari giving consumers a below-average time online.

## Wapple gets saucy

ADULT-SERVICES COMPANY CHERRYSAUCE PICKS WAPPLE AS ITS TOOL OF CHOICE



**MORE AND MORE** web designers are being made aware of the need to develop rich internet applications for mobile devices. One web development tool that has listened to this demand is Wapple. In response, it has developed a tool that eradicates the complications of building mobile web applications, giving businesses the ability to produce content easily. Award-winning adult services company Cherrysauce is one company that has welcomed Wapple's simple point-and-click interface, using the tool to develop its ME Awards-winning mobile site.

Julia Dimambro, managing director at Cherrysauce says: "In the past we have found it a challenge to convey our objectives and aspirations of innovative wap sites to external agencies. Wapple is so user friendly it gives us the freedom to do it in-house." This ability to manage site content is a big priority for many businesses, especially for companies with such a niche market: "We can tweak and optimise navigation and structure using our understanding of the erotic consumer, without having to communicate this to a third party." The Wapple Delivery Engine automatically

renders mobile internet pages for a huge range of devices, including over five thousand different handsets, as well as various PDAs and some gaming consoles.



With Wapple, Cherrysauce has been able to create web pages independently, giving it creative control

## TOP Downloads



### WEBPLUS 6

[www.freeserifsoftware.com](http://www.freeserifsoftware.com)

Take a trip to Serif's free software site to get your hands on these easy-to-use web templates! You don't need any previous experience to create some fab results, so they're a great starting point for any budding web designers.



### SIMPLY THE BEST FREE FONTS

<http://simplythebest.net/fonts>

Going by the name of this site, apparently the fonts here are 'simply the best'. We're not sure how true that is exactly, but they're certainly pretty great. There are loads of fun fonts available on this site for free download, you'll undoubtedly find one to suit your creations.



### DYNAMIC IMAGE RESIZE

[www.impliedbydesign.com/dynamic](http://www.impliedbydesign.com/dynamic)

This is a PHP script that enables your site visitors to resize their images quickly and efficiently. Users just enter the URL of the image they wish to resize and the size they want it to be and the Wizard does the rest.



### MAC STYLE MENU

<http://f-source.com>

Menu's are normally the first thing that a visitor to your site will see. With this Dreamweaver extension you can give your site a bit of style with ease with a professionally designed tabbed Flash menu.



The Five Core Group are reviving the past, showing that print can be just as fashionable as the web

## Print revival

THE INTERNET IS THE FUTURE, BUT DON'T FORGET THE PAST

**NOWADAYS** virtually every product, business and even person has a web presence. Obviously, we agree wholeheartedly that this is a positive thing. But due to the ever-increasing popularity of cyber space, the print industry has taken a rather hefty beating as a result.

Berkshire-based print and multimedia specialists The Five Core Group are to revive the print side of its business and prove to the public that print can be an excellent partner to internet-based advertising and shouldn't be neglected in favour of its more fashionable colleague.

Keen to dispel the old-fashioned image of the print industry, The Five Core Group has launched a series of marketing publications under the title Adventures in Print. The series begins with a Bonsai mailer, which features a unique pop-out 3D design that can be made into a model Bonsai plant for your desk – showing that print needn't just be 2D. Following this, companies will receive Stereoscopia, a look at 3D imagery, complete with 3D glasses. The Five Core Group's creative director Mark Smith says: "We want to continually push boundaries in what we offer."



# hot stuff

Spotted an über-cool gadget that every self-respecting web designer should own? Tell us about it by emailing [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk)

Protecting your precious equipment and putting a stop to unnecessary downtime have got us going this month...

1



**1** *Digipop* by Karim Rashid  
(published by Taschen)  
£19.99  
[www.taschen.com](http://www.taschen.com)

We could all do with a little inspiration, so get some from the weird and wonderful world of designer Karim Rashid as he explores computer graphics in the use of two and three-dimensional decoration. Designed, according to Rashid, to 'energise the worlds of the decorative, from objects to fashion, textile and space', this funky pink book is divided into five different parts. Geometrical patterns appear as both simple designs and 3D objects, showcasing Rashid's creative projects over the last ten years.

**2** UDG Creator laptop shield  
£27 (approx)  
[www.udggear.com](http://www.udggear.com)

With products endorsed by the likes of Tim Westwood, superstar DJ Carl Cox and Pete Tong, it's understandable that UDG (Ultimate DJ Gear) is making quite a name for itself as provider of stylish, durable accessories. This Creator laptop shield is no exception. Designed to protect 15-inch laptops, this compact foam-moulded sleeve is constructed of Ballistic Nylon with a non-scratch lining. Whether used in conjunction with other bags in the UDG range or simply on its own, this is the ultimate security for those busy laptop owners on the move.

**3** Bluetooth laser  
virtual keyboard  
\$179.99 (approx £91)  
[www.thinkgeek.com](http://www.thinkgeek.com)

This may look like something straight out of a sci-fi film, but this wondrous piece of technology is for real. This tiny device projects a laser, shining a virtual keyboard onto any flat surface. You even get simulated 'click' sounds as you type! A rechargeable battery means you can type for up to 120 minutes – perfect for using with your Bluetooth-enabled mobile or PDA. The virtual keyboard is compatible with most systems, although Mac OS X support is limited, however, with no way of setting the keyboard preferences.

2



3



4



**4** Formac disk maxi  
£99.99 320GB, £119.99 500GB,  
£199.99 750GB  
[www.formac.com](http://www.formac.com)

Formac reveals the latest addition to its award-winning range of devices – the disk maxi. Following on from the success of its disk mini, this new external drive boasts larger capacities of up to a whopping 750GB, as well as impressive memory and high speeds. Being totally portable means there's no need for a mains power supply and it's compatible with both PCs and Macs. Save work, digital photos, music or simply back up your files – this is the ideal solution for storing and moving data on a maxi scale.

**5** Battery-free wireless mouse  
£12.95  
[www.gizoo.co.uk](http://www.gizoo.co.uk)

When it comes to the mouse, most of us have probably ditched the wires, but the majority are still confined to batteries or some form of charging method. Well, the innovative battery-free wireless optical mouse requires no external charging method. Instead of a clunky dock, this device is powered by its stylish mouse mat, which generates an electronic field around the mat, which is where your smart optical mouse draws its power. Say goodbye to the days of unnecessary downtime caused by un-charged equipment.

**6** Turbo.264 hardware encoder  
\$99.95 (approx £50)  
[www.elgato.com](http://www.elgato.com)

This has been created to speed up the export of your video projects on your Mac, making them iTunes-ready for your iPod or Apple TV. The compact USB 2.0 stick includes software to convert your movies either singularly or in a batch. Once converted, the files are dropped into iTunes, ready to be synched automatically with either an iPod or Apple TV. Turbo.264 converts standard definition television recordings without scaling. So recordings appear on Apple TV in the same resolution as they were recorded, ensuring video quality isn't compromised.

5



6





*Take your  
web skills*

*Freelance*

## FREELANCE SUCCESS STORIES



Name: **Ross Featherstone**  
URL:  
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### What made you go freelance?

I initially stumbled into freelancing straight out of university. A friend mentioned me to their boss, who was looking to commission a website for his company, and I ended up winning the work, days after finishing my degree. That project led to others and by word of mouth I built up a decent bank of clients. I've since worked in an agency and have returned to freelance a few months ago.

### What has been the most positive aspect of freelance?

I enjoy the freedom and flexibility it can provide, choosing what hours you work and when. Another great aspect is having control over the type

of client you work for. I'm on a big new business push at the moment and it has been great finding and working on new and exciting projects.

### And the most negative?

Not being paid a set amount on a set day every month! After working in an agency on a salaried job it's strange coming back to the uncertainty of freelancing.

### What advice would you give to anyone thinking of going freelance?

Make sure you've got a few pennies tucked away to cover your first month or so, as you may find there's a little delay before you're regularly invoicing people and have a

steady stream of cash coming in. Also, it's worthwhile making sure you set out a clear project plan with your client at the beginning of each project. It may not seem necessary, but spending half an hour to draw out agreed delivery dates of each stage and defining payment dates avoids any confusion or disputes later down the line.

### How did you promote yourself in the early days?

I think the key is to get your first couple of jobs in, even if at first you have to throw in some unpaid extras or freebies for mates. If you do a good job on your first few sites, word of mouth will spread and that's a great way to initially build up

your client base and portfolio. Don't forget to make sure that your own site is up to scratch.

### Do you think that getting some experience in an agency is a good idea before freelancing?

I started out freelance and have since worked in an agency before returning and I'm definitely of the opinion that working in an agency is a valuable experience. You get to work with people who may have more years in the industry and you'll most likely develop a better portfolio quicker than if you only freelanced. Having some big client names and projects under your belt from working in an agency will stand you in good stead when you take the plunge to go freelance.

*Ross made sure he had a few pennies tucked away*



**GOING FREELANCE MEANS LONG HOURS, AN UNCERTAIN INCOME AND A HOST OF NEW BUSINESS SKILLS TO MASTER. BUT TAKE THE PLUNGE AND YOU FREE YOURSELF FROM THE SHACKLES OF OFFICE LIFE. WHAT'S MORE, YOU ALSO BECOME THE MASTER OF YOUR OWN DESTINY...**



Feeling undervalued in your current job? Is your work compromised by a lack of enthusiasm and are office politics becoming unbearable?

These are some of the reasons that designers move into freelancing, but turning your back on a reliable and steady pay cheque to go it alone is not a step to be taken lightly.

The life of a freelance designer can seem idyllic. Being able to set your own hours and choose the projects you want to be involved in are on the positive side. But these are balanced by an erratic income, dealing with clients and having to spend time on the mundane tasks like accounts and invoicing. To become a successful freelance web designer you not only have to be comfortable with a level of risk you'll be taking with your income and career, you also have to become a businessperson almost overnight.

Saying this, freelancing can be the best move you ever made. In charge of your own future, the work and effort you put into your business is in direct proportion to how successful it'll become. Perhaps you don't have ambitions to open an agency with dozens of employees, but if you just want

## "THE FREELANCE LIFE CAN BECOME SEDUCTIVE"

a lifestyle business that enables you to do what you love and that pays you enough money to live comfortably, the freelance life can become seductive. Once tasted, it's hard to imagine going back to being a humble employee. Over the following pages you will see essential information you need to get your business up and running and finally start to be the web designer you've always dreamt about becoming.

### SAY NO TO THE 9-5

So, do you have what it takes to become a freelancer? You're certainly living in the right country, as the UK has a long and distinguished history of entrepreneurship. There are more than three million micro

businesses currently operating that together generate over £3 billion in revenue and employ more than five million people. The traditional entrepreneur is, however, characterised as someone who's driven to build a huge and successful business that makes as much money as possible. This traditional view is now being challenged as more lifestyle businesses are being started. The insurance provider More Than



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**What promoted you to move into freelancing?**  
I started freelancing to try and see how it goes – I still had another job and thought that getting some experience under my belt without making a drastic career change was a good idea. I went back into full-time education around the same time, so working towards a degree and doing freelance jobs seemed like the perfect way to find my way around the business.

**What has been the most positive aspect of being a freelancer?**  
The freedom to manage my own time, definitely. Being able to choose my hours and work around family time is the biggest bonus. I also feel that working on my own terms makes it easier to take advantage of inspiration when it hits.

**What has been the most negative aspect of being a freelancer?**  
The uncertainty, I suppose. Not knowing how much work there will be in the future can be a bit daunting, especially if one has a family to feed, but I don't let that worry me too much. I think the quiet times can be extremely fruitful if you work on your own projects, where you can let your creativity run wild.

**What advice would you give to anyone thinking of going freelance?**  
Be prepared to work hard. In the beginning you may have to take on jobs you wouldn't take if you had more options, but as long as you're not compromising your ethics and artistic integrity, it's necessary to get the projects going. When you're making more money, that's the time to get more picky!

## BUSINESS ADVICE



Name: **InBiz**  
URL: [www.inbizonline.co.uk](http://www.inbizonline.co.uk)  
When you're planning your business you're not alone when it comes to help and advice. If you want to talk over your plans with a professional and get some expert advice, InBiz has the skills to put your business on a sound foundation.



Name: **bizhelp 24**  
URL: [www.bizhelp24.com](http://www.bizhelp24.com)  
There is so much to think about when you start your own business that it makes your head spin. bizhelp 24 is a resource you will use again and again, especially in the first few months of your new business.



Name: **Business Link**  
URL: [www.businesslink.gov.uk](http://www.businesslink.gov.uk)  
Got a question about your business? The nation-wide chain of Business Link offices, plus this superb website, should be your first port of call. It can offer help and advice on just about any business-related subject.

## “YOUR BUSINESS PLAN IS A BLUEPRINT”

dubbed these people Alterpreneurs ([www.alterpreneur.co.uk](http://www.alterpreneur.co.uk)) to reflect their desire to have an alternative way of making a living. Many freelance designers fit into this.

A spokesperson for More Than says: “The majority of today's micro business owners have quit the rat race to seek an alternative to the nine to five culture and a better quality of life.”

If you've been thinking of going it alone, where do you start? Before you think about typing your letter of resignation, it's time to plan your business. Not the most sexiest of starts to be sure, but essential if you're going to start your business and sustain it through the first two years that are the most crucial for all new businesses. Make it through the first 24 months, and you should have a successful business for as long as you want to operate it.

Your business plan is a blueprint to how you will operate your business. It should contain not only the financial information that a bank may need if you're looking for

start-up funding, but also a clear road map you can follow that covers everything from the kind of work you'll be doing, to how you'll promote your new enterprise. Look at your business plan as a recipe for your business. It should contain all the ingredients you need to operate successfully. Pack its pages with as much detailed information as you can. If your business seems to be drifting, you can go back to the plan and get it back on course.

### LEGAL EAGLES

Going freelance means you're now self-employed. PAYE, pay cheques, National Insurance contributions and pension deductions are no longer taken care of for you. It's now your responsibility to organise these yourself. The kind of business you want to set up is the first thing you need to decide. This isn't as straightforward as you might think. If you're not sure if you need to register as a self-employed person, take a look at the leaflet IR56 from HM Customs and Revenue

### How did you promote yourself in the early days?

When I first started out, I made some sample websites with different themes and showed them to prospective clients. I also kept an eye out for any friends who needed or even considered a website, and did the work for free – getting something for my portfolio was enough payment for me at that point. I also found that dropping your profession into the conversation with people can be useful, a lot of the less computer savvy people are more keen on commissioning someone they have met and liked than someone they find through a Google search.

### Do you think that specialising is an advantage for a freelancer today, or are clients looking for people with multiple skills?

Clients do seem to expect multiple skills and, of course, it never hurts to know more. But it can definitely give you an edge if you have an area of expertise. There are so many web designers out there, I think it's

absolutely vital that you can offer either a wide range of skills or a specialised service you do well.

### How important are qualifications?

I don't think you need a degree to get ahead, but doing a degree can help build a network and get your first peek into the industry. I've learned most of what I know by teaching myself, but I've gained some valuable connections from university. Not to mention the fact that the years spent doing a degree are perfect for starting out in freelancing, you can easily use your work projects in your coursework, and you also don't have the pressure to have projects coming in all the time.

### Do you think that getting some experience in an agency is a good idea before freelancing? Or should you jump right in!

I think an agency is a good way to find your feet in the industry, as freelancing can be uncertain and you might end up learning things the hard way (at the expense of your income). But if you do decide to jump right in, make sure your partner or family are okay with everything that comes with it. There may be hard times in the beginning (and even in the long run) so they need to be aware of what might lie ahead. Luckily my wife has been supportive from the start, and my biggest word-of-mouth promoter as well!

## TOP TEN TIPS

### 1 PLAN, PLAN AND PLAN AGAIN

Take as much time as you need to plan every component of your new business. Put all this information in your business plan for easy reference.

### 2 BRUSH UP ON YOUR SALES TECHNIQUES

Don't be fooled into thinking you can sit at home and just produce your designs. You're selling a product so if you don't have good sales techniques, get some training.

### 3 GET ORGANISED

Time will accelerate when you're running your own business. Good time management is essential to do your commissioned work, but also the million other things a small business needs.

### 4 WATCH THE WONGA

Cash flow is the key to a successful business. Keep an eye on your spending and don't forget to chase those overdue invoices. Try and get together three months salary before you turn freelance.

### 5 BE DISCIPLINED

You've been used to getting up for the commute to work. On day one of your new life no one is going to tell you to switch off *This Morning* and get some work done. Develop a routine and stick to it.

### 6 ALL WORK AND NO PLAY

You started your business to be in more control of your life, so don't forget to put some time aside for yourself.

### 7 BE HONEST

Now you're a freelance designer your reputation is very important so protect this at all costs. Never take on any work you can't deliver for the client's deadline. It's better to turn away work than have a reputation for being late.

### 8 PROMOTE YOURSELF

Try and put some time in your schedule to promote your business. You need to have a steady stream of work coming into your business. Some of this will come from referrals, but always have a promotional campaign operating to attract new clients.

### 9 NEVER UNDERSSELL YOUR SERVICES

What to charge is one of the most difficult aspects of the freelance life. Do your homework so your fees are competitive, but never try and grab work by offering very low rates. Later you'll find it almost impossible to increase your rates without losing your clients.

### 10 STAY POSITIVE!

The freelance life can be lonely. Try and make contact with other designers. Enter competitions and use the social networking sites that have sprung up. There are plenty of people like you who have gone freelance and perhaps have stories to tell that will help you out.



Get some industry experience before going freelance

([www.hmrc.gov.uk/pdfs/ir56](http://www.hmrc.gov.uk/pdfs/ir56)). Register your business as soon as you can or you'll get a fine of £100 if you haven't registered within three months of starting your self-employment. Sole trader is the simplest form of business you can operate and with over two million sole traders in the UK, it's the most popular business format.

You may though, want to look at Limited companies or even Partnerships, as they may better suit your needs. Partnerships in particular require a proper legal document drawing up so you and your partner know precisely how profits and liabilities of the company will be divided. You can find a local solicitor from the Law Society ([www.lawsociety.org.uk](http://www.lawsociety.org.uk)). Limited companies are the most complex of the business types. For your small business you'll be setting up a private limited company, as it's a bit early to start thinking of becoming a plc and floating on the stock exchange. You can see the basic requirements for setting-up a limited company on the Bytestart website: <http://tinyurl.com/9j9hk>.

It's also a good idea to read the leaflet *Are You Thinking of Working for Yourself?* ([www.hmrc.gov.uk/leaflets/se1.pdf](http://www.hmrc.gov.uk/leaflets/se1.pdf)). Tax is

something that you'll have to take more of an interest in than you have previously. You can see the current rates of tax you'll have to pay no matter what form your business takes at: [www.hmrc.gov.uk/rates](http://www.hmrc.gov.uk/rates).

As you'll be doing web design, it's a good idea to acquaint yourself with the current intellectual property laws. If you design a

## “SOLE TRADER IS THE SIMPLEST FORM”

brand image for your business, it's a good idea to protect this with a trademark. As you'll be producing work for clients, ensure you understand who holds the copyright of the work, especially if you're a subcontractor for a client.

Once you're all sorted with what your company is, you need to consider where you're actually going to work. If you're going to be working on your kitchen table or in a spare bedroom, you have little legal red tape to negotiate. It's a good idea, however, to inform your insurers that you're now working from home, just in case this affects your

# Q&A

**Q I need to raise some start-up capital, what are my options?**

**A** If you're looking for relatively small amounts of cash, ask your bank if they would give you an extended overdraft as this could give you the few thousand pounds you need. The government also offer the Small Business Loan Guarantee Scheme. You can borrow between £5,000 and £100,000 if your turnover is less than £3 million. The government guarantees 75 per cent of the loan, that means the bank you approach is protected against bad debt should your business fail.

**Q Should I use my own name or think of a business name to register?**

**A** In the early days of the web, businesses snapped up most of the great domain names. Even registering your own name as a domain can be problematic. You can, of course, trade under any name you want. This can give the illusion that you're a larger business than you actually are, which can be advantageous as some large companies that may offer you work could be wary of a one-man band. Don't try and be clever with your domain name. If you're thinking of registering your domain name as 'mike-row-soft.com' then think again, as Bill Gates' lawyers may pay you a visit. Try and come up with something memorable and original. Check the Companies House website for advice and a searchable database of current business names: [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk).

**Q Is there any information that summarises all the rules and regulations I need to be aware of when I start my business?**

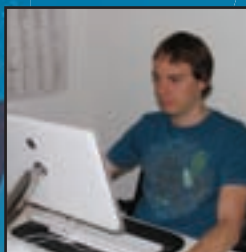
**A** You can download a handy 100-page guide that will give you all the information you're looking for. The guide is available from the Business Link website at: <http://tinyurl.com/a778q>.

**Q I need to get high quality stationery and promotional items printed. Can I do this online?**

**A** It's important to ensure that the first impression your business makes is a good one. As you're working in web design your clients will expect that any material that comes from your business will be equally well designed and presented. One of the best sources of print and design services is from Printing.com ([www.printing.com](http://www.printing.com)). You can order just about any printed material via its online ordering system. If you're not sure what you need just yet, request a copy of its comprehensive catalogue, or better still, download it now from: <http://tinyurl.com/2bdap5>.

**Q I need a lot of equipment for my business. Should I buy this outright, or lease the items I need?**

**A** Leasing can seem like a good idea, and it is in certain circumstances. Less crucial equipment like photocopiers can be leased, but watch out for the small print that could lock you into a contract that costs the earth to get out of. Leasing your main PC's can be an option, it depends if you feel it will need upgrading regularly. Talk to your accountant before you decide, as leasing can have a tax implication.



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**What made you go freelance?**

I love working from concept to completion and I couldn't always do this in an agency. I also had a couple of rubbish jobs where I thought 'there has to be more than this' so I decided to do it alone.

**What has been the most positive aspect of being a freelancer?**

Working on projects from concept to completion has to be the most rewarding – and being my own boss.

**What has been the most negative aspect of being a freelancer?**

Working on my own time can get lonely. Not being able to bounce ideas off people and I miss the office banter!

**What advice would you give to anyone thinking of going freelance?**

Seriously think about how you are going to survive financially. Have a good online portfolio and create your own brand to distinguish yourself. Make sure you have good interpersonal skills. Can you drum up business? Can you pick up the phone and ask for meetings with prospective clients?

**How did you promote yourself?**

The first thing I did was design my own website and I devised a company name, then I created my own brand which reflected my values. I printed business cards and started going to networking events. If you don't have enough work to show clients then make some up. If

## “TALK TO YOUR SOLICITOR ABOUT CONTRACTS”

home contents policy. Specialised insurance that's designed for home workers is also now available from companies like Icon Insurance ([www.icon-insurance.co.uk](http://www.icon-insurance.co.uk)).

If you'll be using a room exclusively for your business, however, and seeing clients, you may have to pay business rates to your local council. If you intend to combat the loneliness that freelancing can bring by renting a desk in a shared studio, or intend to rent a complete office space yourself, look at the small print of the lease. Commercial leases are notoriously convoluted, so don't sign until you have all the facts about the lease. The solicitors Hicks Baker has produced a handy guide to commercial leases that you can download from: <http://tinyurl.com/bjwb9>. As Fiona Brownfoot, partner, Retail and Leisure, Hicks Baker points out, "Commercial leases can be a minefield. Many of the issues that surround this subject usually include the fact that people are simply not aware of what can really affect them, now and into the future."

You need to think about the legal relationship you have with your clients. Not all designers have a formal contract with the clients they work for, but this can be a good idea if you're involved with a long and complex project. Talk to your solicitor about contracts. They can help you deal with a client that continually comes back to you for revisions that were not in your original quote. Having the details of the work you have been contracted to do in black and white can be a great comfort.

### CHOOSING YOUR KIT

You may already own some of the hardware and software that you'll need to run your business successfully, but if you've been used to using high-end kit while you were an employee, having to use your home PC all day may not be the most efficient way of working. Don't forget, your PC is how you'll be earning your living from now on, so investing in a professional setup is money well spent. But what should you buy?

you don't want to do this then offer a start up company a budget website and treat it like the most important job you have done!

**Do you think that specialising is an advantage for a freelancer today?**  
Clients are frequently looking for multitaskers. Clients often come to me for print work and realise I do web as well so it increases my chance of more work. If you can have print and web knowledge it's definitely a bonus.

**How important are qualifications?**  
I think a design degree is a given these days. I don't think you have to have a degree but if I client wants to see your CV then I'm pretty sure they expect a graphic design education. I think you've got more of a chance getting work if you have a degree. Although when you find your own clients you

don't necessarily need to show a CV. Personally though, I think that degree courses don't fully prepare you for the real world but to have a degree education shows you that you have the basic knowledge and foundation in design principles.

**Do you think that getting some experience in an agency is a good idea before freelancing?**  
Yep, experience working in any company is good. Agency experience teaches you to deal with clients and allows you to get to grips with how other people work. If you're working in an agency already and you're thinking of going freelance, absorb as much as possible – sneak a look at a few quotes to understand the process, pay attention to how people deal with clients and work out how long it takes to start and finish jobs.

# GETTING THE WORD OUT

Doing a quick Google search for web designers can be a disheartening experience when you see how many people you will be competing with. What you must always remember is that the market you'll be selling to is vast, with easily enough work to keep you busy.

Self-promotion is one of the hardest skills to master, as most of us are not comfortable bragging about what we can do, but that's exactly the skill you have to develop. Your business is you, so think about ways in which you can promote you as your business's best asset and brand. Read the trade press to keep up to date with what's happening. The more you know about the web design market, the more work you can pitch for.

Simple mechanics like high quality stationery are a must. All professional businesses should ensure that every piece of communication they make with a client is of the highest standard. Don't expect any more work from a client that receives a coffee-stained invoice.

As a web designer your online portfolio is of course absolutely crucial. Julius Wiedemann, editor, Taschen ([www.taschen.com](http://www.taschen.com)) comments: "The best portfolios should express the idea of the person or company featured. Forget about trends and animation, etc. You have to focus on how you speak and express yourself." Your portfolio is your calling card, so spend time constructing this to the highest standard.

Always keep an eye on what your fellow freelancers are doing. Portfolios evolve, so keep yours fresh. Take a look at these examples for inspiration: Billy Bussey ([www.billybussey.com](http://www.billybussey.com)), Mikhail Ivanov ([www.activate.ru](http://www.activate.ru)) and Greg Huntoon ([www.417north.com](http://www.417north.com)).

Choosing the right ISP for your business is also so important. As you're working in web design, ensuring your portfolio site

is professionally hosted is absolutely imperative. Use these tips to help choose the right hosting service:

## 1 PRICE

Look closely at all the costs associated with your ISP account. Look for any set-up charges, or 'extras' that might push your bill way beyond what you expected. Also, take just the services you need now. You can always expand later.

## 2 SERVICE LEVEL

This is above all the most crucial aspect of buying ISP services. You should look for companies that have the staffing to allow 24/7 monitoring of their servers to ensure you have uninterrupted service.

## 3 CAPACITY

Hand-in-hand with service levels is capacity. Look at the data traffic statistics that your ISP should be able to provide you with. What you're looking for is high levels of uptime, which means that the ISP is always connected to the Internet and can cope with the traffic that its current customers are generating.

## 4 RELIABILITY

Also look for how the ISP handles redundancy. This means that if one of the ISP's connections to the Internet goes down, it can switch to another one.

## 5 CONNECTION TO THE BACKBONE

Your ISP can be connected to the Internet in one of three 'tiers'. If your ISP is tier 1 type then it has its own portion of the Internet it controls. These are expensive, but the most reliable. Tier 2 and 3 lease backbone bandwidth from other suppliers and so are cheaper, but less reliable.

## 6: TRACKING

Full traffic statistics of the data moving through your server must be available. This information helps you track if your investment is doing what it should.



Zac loves the freelance life but admits he misses the office banter!

It's an age-old debate, but whether you choose to base your business on Mac or PC is a crucial decision, but as you will be working in web design, the Mac offers you a tried and tested platform that you can rely on. If cash is tight then you can effectively kit yourself out with a MacBook or an iMac that are now of comparable costs to the equivalently powered Windows-based PC. Don't forget to leave room in your budget for the software you'll need. This'll mean Adobe CS3, couple this with a copy of Mac Office and you're all set to start producing your masterpieces.

If you decide to work from home, one area that's consistently overlooked by all new designers is how their office is laid out. How you design your office layout and workstation is crucial. You have to think carefully about how you will place each element of your office together to give you maximum use of the space and minimise the risks of MSDs (musculoskeletal disorders). If you think a bit of back pain isn't anything to worry about, think again. An estimated 12.3 million working days were lost due to work-related MSDs. You're about to spend the vast majority of your time in your new office, running your

business, so it pays to think about how you're organising your working space to make it efficient, but also safe and comfortable. You'll be working long hours at your desk, so ensure you don't damage your health. Don't forget, if you can't work, you can't earn the money to pay your mortgage! There is some good advice about working with VDUs (visual display units) on the Health and Safety website where you can download a handy guide: [www.hse.gov.uk/pubns/indg36.pdf](http://www.hse.gov.uk/pubns/indg36.pdf).

## MONEY MATTERS

Deciding what kit you need to efficiently run your business is the easy part, but what about paying for it? Start-up financing is something you're going to have to think long and hard about. If you have savings, all the better, but if not, look to family and friends before knocking on your bank's door.

Also, it's a mistake to try and use your personal bank account for your business as well. Keeping things separate is much easier to manage. Business bank accounts are now a competitive market so shop around for the best deal. Don't forget, this is a business account so you'll be paying a fee for every

# SHOW ME THE MONEY

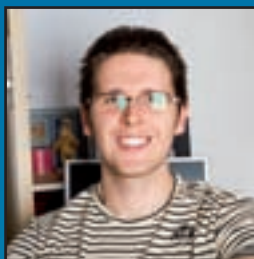
Getting paid on time is still a major problem for small businesses. You send your invoice that has 30 days standard terms, but it's 60 or more days before you're paid. Credit terms are not set in stone of course, but as a small business you must develop systems that keep a check on invoices that move past their payment date. If you use an accounts package you can set these dates up so you are alerted when it's time to chase your client for payment.

You are not powerless in the face of your client who could be a large corporation. The attitude to adopt is that it's your money that you have earned for work that has been accepted. But you can take steps to ensure that you do get paid. The first is to always do a credit check on any new client. This will show you if they are solvent and can actually settle your invoice when it becomes due. Next, if you work regularly for a client, get to know how their internal accounting systems work. Find the name of a person you can contact in their accounts department.

The government has also recognised that late payment is damaging small business and have taken steps that include the ability for businesses to charge interest on any late payments. You can read more about what you can charge on the Better Payment Practice Campaign website: [www.payontime.co.uk](http://www.payontime.co.uk). It is of course your call whether you charge interest on late payments. Even though it is your legal right to do so, it may damage the relationship with your client.

## Hints and Tips

- Check a new customer's creditworthiness before doing business with them.
- Set strict credit limits and keep to them.
- Prepare and agree with your customer unambiguous written contracts and/or terms and conditions of trading.
- Make sure you know and comply with procedures used by your customers' buying and accounts departments.
- Initiate and maintain close contact with your customers, particularly with the person responsible for paying your account.
- Review payment records of existing customers at least twice a year and don't be afraid to refuse orders or withdraw credit and obtain payment in advance if a customer has an unacceptable payment record.
- Ensure that you get a signed delivery note for goods supplied and always invoice accurately and on time.
- Check the status of each account before despatching goods and stop supplies if the account is overdue – use your customer's desire for further supplies as a spur to payment.
- Take action to collect late payments by sending regular reminders. Also, chasing payment persistently by telephone/fax/email and, if necessary, by visiting your clients.
- Review your credit control procedures often and improve areas that are affecting your ability to get your invoices settled on time.



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## What made you to go freelance?

Freelancing first came about from scoring some design jobs with Atlantic Records not long after finishing my degree in Graphics. The sense of creative freedom appealed to me. With freelancing I've learnt so much, as the drive is to constantly improve your skills.

## What has been the most positive aspect of being a freelancer?

The sense of being in control of the creative process during a job, the sense of being your own boss and the sense of flexibility when working. I think freelancing makes designers more passionate about what they're doing as you become far more involved with the whole creative process.

## What has been the most negative aspect of being a freelancer?

The difficulty associated in

promoting yourself and your abilities. When I first started out I found myself trying to promote myself in every possible creative discipline, which is a logistical nightmare. I've recently chosen to challenge my energies into web design and illustration.

## What advice would you give to anyone thinking of freelancing?

Freelancing is a tough nut and I am still very much learning the ropes myself. I think the best advice really is to start with the basics, ie, getting out there and meeting with potential clients. At the end of the day I think you can potentially accumulate some great self-promotional elements. But nothing beats the human touch. This is potentially a great way to build up a great portfolio while gaining the much-needed confidence to get clients.

*If you want to succeed, get out there and meet clients!*



transaction you put through the account, whether this is paying in cheques or cash, or withdrawing money. Many banks also offer a holding account that many businesses use to store cash that they have put aside for tax, national insurance and any other payments that they have to make. They're a good idea for your business so you can instantly see that you have enough to cover your tax or VAT bill when it becomes due. The size and complexity of your business will determine

when a simple spreadsheet divided into income and expenses is all you really need. Packages that are aimed at the home market like Microsoft's Money aren't really ideal for business purposes. If you do want to install an accounts package look at QuickBooks ([www.quickbooks-software.co.uk](http://www.quickbooks-software.co.uk)), TAS Books ([www.tassoftware.co.uk](http://www.tassoftware.co.uk)) and Sage ([www.sage.co.uk](http://www.sage.co.uk)).

Don't forget that your taxable earnings when you have your business hat on have nothing to do with PAYE. How you work out that taxable income is where money management software comes in very handy. But the cardinal rule when you start in business is to get yourself a good accountant.

It's a daunting prospect to wake up on Monday morning as a freelance web designer. Running your business that enables you to live the life you want is now up to you. With a world that's increasingly moving towards more flexible working, freelance workers are becoming much more common. There are certainly negative aspects to freelance life, but if you're confident in your skills and work hard each day, you can step off the 9-5 treadmill.

## “GET YOURSELF A GOOD ACCOUNTANT”

how intricate your accounting systems need to be. You're required by law to keep your financial records for several years, so do yourself a favour and keep your invoices and receipts safe but easily accessible when you need to update your financial software.

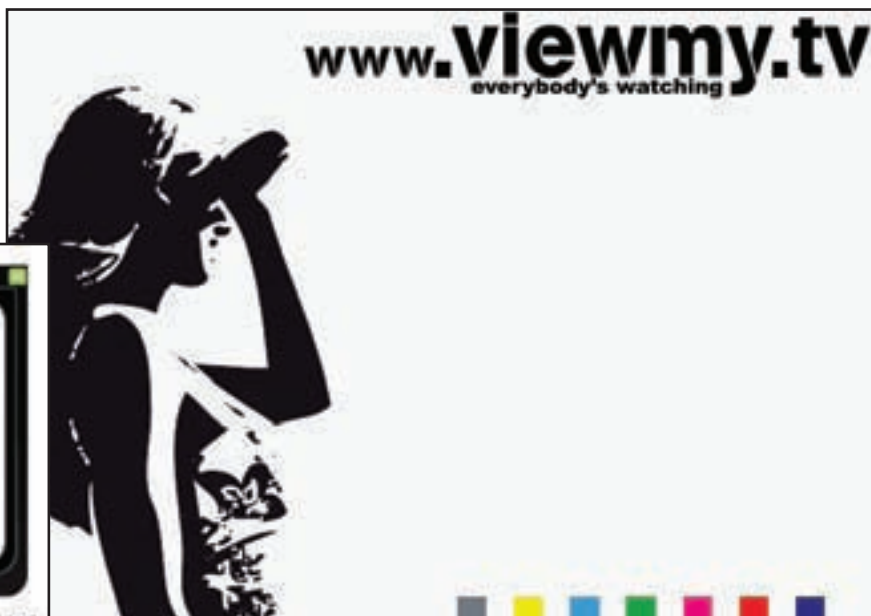
Speaking of financial software, for small businesses the complexity and cost of setting up a full financial package may be overkill, at least in the first years of trading,



# viewmy.tv

Watch TV from around the world over the web, via viewmy.tv's innovative new Web 2.0-style site

Compile public and private channel lists from stations situated around the globe



## VIEWMY.TV TUNE IN

Forget simply sharing video clips, the future of online broadcasting lies in whole channels... we chat to the team behind viewmy.tv to find out why

**A**s regular readers of *Web Designer* will know, this section of the mag is dedicated to the people behind the sites that are causing a buzz. Ask around and you'll find nothing could be buzzier right now than Web 2.0 and video. With the success of sites like YouTube, many other user-content-driven sites have been springing up all over the shop. One that has most definitely grabbed our attention recently and perhaps hopes to emulate YouTube's popularity is 'new kid' viewmy.tv.

Rather than a site filled with various video clips, viewmy.tv has gone one step further and filled a site with over eight hundred live TV channels from all around the world for visitors to feast their eyes on. Combine this with the exciting online community that has formed and voila – you've got yourselves a site telly addicts can pin their web video hopes on!

**CK:** Claire Knight, press officer  
**PW:** Peter Woodford, co-founder and technical director

**WD:** First up, where has viewmy.tv come from and what kind of background story does it have in terms of getting off the ground?

**CK:** viewmy.tv was spawned when two friends, Peter Woodford and Stephen Ong, met up for a web-ideas brainstorming session early in 2006. The duo both envisioned an online platform where members of the public could access TV from around the world free of charge. Through extensive research, experimentation and hard work, the team developed an aggregation service to stream live channels from around the world from within a browser, while fostering a buzzing online community via inbuilt social networking features.

The business achieved its first private funding in 2006 and the site went live in February this year. It now boasts a library of over eight hundred approved channels, from 100 different countries and over 1500 active members. Currently, the viewmy.tv office is based in London, where a dedicated eight-person team are continually working to manage and build the ever-expanding phenomenon that is viewmy.tv.

**WD:** It seems that the site has been designed and developed in-house by viewmy.tv – is this correct and what kind of technical team has taken, and continues to take, responsibility for that?



*The idea was to create an online platform where visitors could watch TV from around the world for free...*

**PW:** The site was designed with a mixture of in-house and freelance resources. A few external designers were asked to come up with concepts for the site and those concepts were waived around to see which ones were most liked. Some of the interfaces we looked at were loved by some, but not by others, so a middle ground stance on design was adopted.

The tech team consists of freelance graphic designers, frontend web designers, backend .Net developers, technical project managers, security/test team and some all-round gurus. Tight file naming, version control and the code-deploy process is maintained with a relaxed social office to keep ideas

**WD:** During the development of viewmy.tv were there any particular technical areas that proved most troublesome to implement, and if so, why?

**CK:** We're lucky enough to have a superb technical director on board! So we've been rather successful in the technical development of the site so far. However, there have been a few challenging areas. For example, getting video feeds to play from multiple video formats (Windows Media Player, Real Video, QuickTime, Flash), in multiple browsers (IE, Firefox, Safari, Netscape) and on multiple platforms – that's a lot of browser detection script for various playback combinations.

office. This keeps the quality of the content high, while maintaining a fresh stream of online TV from a variety of consistent sources.

Ultimately, we would love to experience the kind of success that has propelled sites such as YouTube into the global marketplace. We think that the expansive content and global appeal of the site, in combination with an active social community and user-friendly technology, makes viewmy.tv set to skyrocket. We're really trying to innovate with social networking features so a community develops around live TV. We want the world to watch the world and for people to interact with one another.

## “We're really trying to innovate with social networking features so a community develops around live TV”

bubbling over 100mph. Since the initial interface design stage, we've also been working on creating viral video trailers for the site.

[www.youtube.com/watch?v=soqYdHUhfCY](http://www.youtube.com/watch?v=soqYdHUhfCY)  
[www.youtube.com/watch?v=j9rm\\_ujoPUA](http://www.youtube.com/watch?v=j9rm_ujoPUA)

**WD:** What core technologies underpin the site and why were they so crucial to creating a site that's all about serving media on a potentially massive scale?

**PW:** First, the most significant factor in the delivery of the service is broadband speed. Knowing that there's a market that has the connectivity speed to access the video streams (UK average just over 2MB) is imperative. Knowing that there's enough of a market that has broadband was a starting point in the development of the site. Other technologies that contribute to the enabling of our site include:

- ASP .Net 2.0 (flexible language that many developers are familiar with.)
- RSS 2.0, XML structure (adherence to web standards and giving members the ability to send to RSS feeds to readers so they can display their saved channels on external sites and blogs.)
- C# (for channel stream availability and quality monitoring.)
- Flash RSS reader (parses the XML to display users' saved channels.)
- JavaScript (user interaction on site, like channel rating.)
- AJAX (for advanced interface interactions like the Channel selection that dynamically updates the channel list depending on what Genre, Region, Country are selected.)
- Flex and Expression Web for some new interfaces.

**WD:** You've clearly been 'turned on' to the power of online video broadcasting by the popularity of YouTube. How do you see viewmy.tv progressing that trend in the future and perhaps hopefully emulating that kind of success?

**CK:** Online broadcasting is clearly redefining the way the world accesses content. As a site, we aim to revolutionise the live television broadcasting industry in a style similar to the way YouTube previously defined the online video world. We're rather different to YouTube however, as we offer live television channels, as opposed to short videos, which are still viewed straight from a browser.

Users have the opportunity to post their own content, as long as it's in the form of an entire channel, hence the site appeals to producers and independent broadcasters, as well as people at home or in the

**WD:** What kind of legal issues must you have had to deal with to be able to channel so many international broadcasts across the web?

**CK:** Currently, we only broadcast freely available streams. These are usually streams that are added to the site by producers, TV studios and independent broadcasters, or free streams that have been sourced by our team. No subscription or premium channels have been approved on the site. We would like to look



*Extensive development planning involved the creation of complex diagrams and flow charts such as this one*



*Much more than a site for just watching TV, viewmy.tv lets you interact with other users of the site*



*AJAX is the weapon behind the dynamically updating channel list, dependent on user selections*

# viewmy.tv



Peter Woodford,  
technical director



Claire Knight,  
press officer



*The amount of channel choice is down to the broadcast of freely available non-subscription stations around*

at including premium content in the future once we're in a position to pay for that and if possible provide that free to our members. However, to keep viewmy.tv free, we need to work within the constraints of our budget.

**WD:** One of the most noticeable things about viewmy.tv is the lack of advertising. What kind of revenue streams do you then rely on to make the service profitable or at least self-sufficient?

**CK:** The viewmy.tv website is a consumer site where we hope to offer access to streams that are always free. viewmy.tv is also a business with lots of expertise in internet TV and social networking and we also to provide social internet TV platforms to Clients. People come to viewmy.tv to watch TV and video, so as far as advertising goes, TV and video is what we want to

provide (not ad clutter). We see video advertising as the future and far better for our audience than a paid subscription service. If at some stage we look at adding premium content to the site, we'll try to support that with relevant, tasteful and targeted video adverts.

**WD:** viewmy.tv utilises various features that are synonymous with Web 2.0 to offer a community environment (Blog embeds, RSS, public profiles, chat options). What has been the general user reception been like to these services and what kind of feedback have you had so far?

## "We're looking at making the service accessible via a mobile application"

**PW:** We've received some great feedback from visitors and members. In particular, users have been impressed by the easy-to-use, slick interface design, accessibility to channels and channel selection, as well as the many social networking features.

However, not everyone is familiar with Web 2.0 technology, so we aim to simplify our features, making the site user-friendly by incorporating an approachable attitude and a straightforward service. When we get a query from someone who doesn't understand how a feature works then that's a wake-up call that allows us to re-examine how we're explaining and delivering the feature. When we get suggestions, or come up with ideas we record them on a development list which gets

sorted into priority order and bite-sized tasks. This way, everyone wins. Our members are able to use the site with greater ease and we're able to grow and develop the site with the help of those who actually use it.

**WD:** The site makes it clear that it's a Beta version at the moment. When do you expect the final version to go live and what kind of improvements do you expect to implement by the time it does?

**PW:** Right now there are a few more features that we're working on. These are generally more mainstream characteristics that are usually expected of social

networking sites, ie, avatars and search options to find other members. We're also looking at making part of the service accessible via a mobile application that'll allow members to access their saved channels on their mobile phone. This is still in development and should hopefully be ready within the next few months.

Other places we're looking at developing apps include Facebook which looks set to take over MySpace. Then we'll probably upgrade our Apple TV widget and Vista gadget.

The Apple dashboard widget reached top 25 downloads on the Apple site a month back, so we need to keep the users happy!

**WD:** Do you have any thoughts or hopes for where web video broadcasting, or other online-based media, might go in the longer term future?

**PW:** Internet broadcasting will replace traditional television in the not too distant future. There's no doubt. We think that video broadcasting will move into a co-creation era with both broadcasters and audiences making contributions and providing direction and feedback, especially for local programme creation. It's anticipated that stream quality will increase from typical average 250KBps to 750KBps next year. Broadband speeds will increase from the low 3MB UK average (Japan and South Korea typically have 50MB connections) and broadband take-up will be more like 98 per cent in the next two years. TV-advertising spend will continue to shift to the more measurable online format.

We'll start to see more audience uptake of social community participation and engagement with video content. The acceptance of measurable C2C advertising models will emerge. More sharing, content syndication, secondary distribution of TV and video over a multitude of devices and more independent TV channels only available online.



*The search facility on viewmy.tv is very comprehensive, allowing you to choose your channels by categories such as country, language and genre*



# Message board

POST: Web Designer, Richmond House,  
33 Richmond Hill, Bournemouth, BH2 6EZ

FORUM: [www.webdesignermag.co.uk/forum](http://www.webdesignermag.co.uk/forum)

EMAIL: [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk)

Don't just read the magazine, interact with us as well by letting us respond to your lovely messages about this and that. . .

## Design dilemma

Hi *Web Designer*,

I'm starting (trying to start) my own web design company and at the moment I'm still doing a web design course and have no formal design skills. I have messed around a little with the tutorials in *Web Designer* 131 and I like the CS2 web page design which I would like to copy and use. Is this permitted? Or is the design copyrighted? As I would not like to get prosecuted for taking the design. Please let me know,

*Richard (via email)*

Hi Richard and thanks for such a considerate email. First, you'll be pleased to see that this issue's lead feature is all about the important advice you need for setting up in the web design business – just turn to page 32. Second, we stress that nobody will ever get prosecuted by us for using a design they've found within our own tutorial pages. We're not that mean! However, we'd always encourage all readers to be inspired enough to rework suggested designs so as to make them their own. That's just good design ethics and should give you more opportunity to develop the skills you'll need in your venture.

## Joomla! request

Hi!

I would like to start by saying that I love your mag. I really learn a lot from it. I was just wondering if you could do an article in the next mag about Joomla! I'm using this for my site right now and I have no idea how to make templates for it. It would be great if you wrote about how to design a template for it and make it simple (like all the other brilliant tutorials) for the people like me who know nothing about CSS/PHP/MySQL. Thanks for all your great tutorials!

*Cameron Harper (via email)*

Hey Cameron, glad you're so pleased by the tutorials we feature every month. For those not in the know, Joomla! is known as one of the most powerful and popular Open Source CMS platforms around. With that in mind, a guide to using it is a pretty good shout for a future issue. We actually responded to a reader email asking for the tutorial you'll find on page 64 this very issue, so letting us know what you want to see does work! After all it's your magazine!

## Student exposure

Hi *Web Designer*,

I'm a fourth year Multimedia student and have just completed my major project for this year. It's called Shake Hands with a Stranger and you can check it out here:

**[www.shakehandswithastranger.com](http://www.shakehandswithastranger.com)**

It's an online community where people are meeting random strangers and documenting their stories on the site. It would be great if you could feature it in your magazine!

*Paddy (via email)*

## MAIL OF THE MONTH

### Tomorrow's web today

Like many of us, I was pretty sceptical about all this 'Web 2.0' malarkey. What did it really mean? Would it actually catch on, considering so many supposedly 'hot' online trends had been and gone without a trace?

However, it really has changed the face of a part of the web that craved and welcomed a new outlook. The look and style has really caught people's imaginations and whether you like it or not, it has at least got the design community excited about something. Plus, perhaps it was always going to take a fashionable vision of how the web could look and feel to bring some unity to things.

What it has also done is got me thinking about where a Web 3.0 might take us and whether more intuitive modes of interaction and cognitive processing will break down usability barriers – now that really would be revolutionary as the web becomes an even more important tool for our daily lives.

*Mark Squires*

Thanks Mark and cheers for sending us such a considered letter. We reckon most of us were probably more than sceptical about the whole Web 2.0 manifesto when it first arrived on the scene. However, it's always refreshing in any area of design to see things moving on and at least a sense that innovation or evolution is possible. Thankfully it hasn't always been a case of sites simply adopting the fashionable Web 2.0 look with no real substance, and we've got a clutch of really exciting URLs out of it. Where we go from here is a very interesting point though Mark and certainly talk of a more intuitive or semantic Web 3.0 is not wholly premature. That's the theme of next month's issue strangely enough!

Nice work Paddy and many congratulations on completing your project. By the looks of it, going by the hard work on show here, we expect you to graduate with flying colours and go on to great things. Not bad having the URL listed in a leading international web design magazine eh? You've even managed to get a screen shot printed alongside too! Best of luck with everything and by all means keep us informed of how you do.







# CREATIVE COMMUNITIES

*Cities In The Sky*  
Mike Harrison ([www.destill.net](http://www.destill.net))  
Craig McLeish ([www.surpy.co.uk](http://www.surpy.co.uk))

This collaborative piece between Mike Harrison and Craig McLeish represents a fusion of two different styles, abstract shapes and more illustrative elements to create something new. Both are aspiring young designers in their own right and have already gained much recognition for their talent. "We're always looking to expand our skills in various fields of design, while enjoying keeping up with a very fast-moving scene and hopefully inspiring others along the way"

*Destination*  
Eric Sin (<http://lptovrs.com>)  
Niklas Lundberg ([diPtype.com](http://diPtype.com))



Justin Maller is certainly well equipped to discuss this topic



## WITH DESIGN COMMUNITIES LITTERING THE WEB TODAY, DEPTHCORE'S JUSTIN MALLER GIVES US THE LOWDOWN

**L**ET'S FACE IT – MOST THINGS ARE STACKS MORE FUN WHEN YOU SHARE THEM WITH OTHER PEOPLE. Movies, sport, conversations, drinking, sex: almost everything we can think of is better when there's someone else around – often many times more fun if there are several people involved.

Communities and clubs are a logical extension of this premise, it's always nice to have someone who shares your particular passion to compare techniques or past experiences with. This applies to veterans and novices alike. If you're a newcomer, it's always a bit easier to break into a new pursuit if there are a few experienced people around who are willing to impart a snippet or two of knowledge. Digital art is no different really and given its innate affinity with technology and the internet, it should come as no surprise to observe the current boom in online creative communities and earlier surges of digital collectives and design portals.

Let's begin our analytical voyage with a place many begin their personal online artistic journey with – the grand guru of web art communities – deviantART. com. deviantART has been around for close to seven years now and although its appearance, membership, functionality and attitude are vastly different now to what they were when we stumbled across it in 2001, its greatest quality remains unchanged. It's still the best place for a novice user to sign up and start getting familiar with the basic workings of an online artistic community. The site gives a home to traditional illustrators, graphic designers, visual artists, poets, photographers and (more prevalently now than ever before) Manga enthusiasts. It's certainly not a stretch to say that the site is currently dominated by anime – the issue was once a hot topic of debate among veteran users who resented being dwarfed by the staggering rise in popularity of the genre and its resulting swift influx of users, but is now simply an accepted fact. Despite this, the old maxim of seeking and finding holds true here and a dedicated user will certainly be able to find other creatives to connect and correspond

with. However, anyone seeking a detailed constructive criticism to help them develop as an artist will almost certainly be left wanting. It has become a tool far better used for social networking, art appreciation and personal gallery sharing than it is for the skill development purposes a novice artist will desire.

Many of the newer community sites that have emerged from the shadows of deviantART have a stronger 'art'-based focus. That's to say that its members are primarily interested in non-anime style work. Communities like Humble Voice offer a stylish, more modern space in which to interact and check out other people's work. Humble Voice ([www.humblevoice.com](http://www.humblevoice.com)) takes a fairly unique approach to the public community, in that it allows anyone and everyone to submit work, but has a strong focus on

### “HUMBLE VOICE ALLOWS ANYONE AND EVERYONE TO SUBMIT WORK”

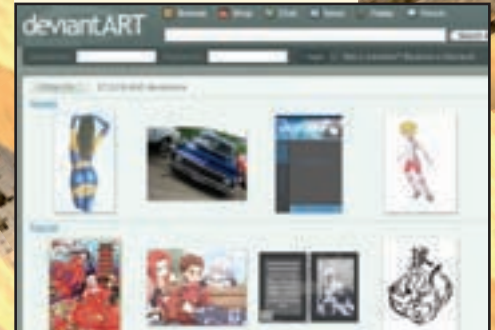
promoting and exposing advanced artists. Art and design submissions themselves cannot be critiqued or commented on, but interactivity among the site's users is well catered for with a dynamic chat client and userpage commenting. Another original element of this website is the ability for each user's personal page to be customised to virtually any configuration they desire. However, due to the absence of a commenting system, getting feedback on work is next to impossible. All in all, what's left is a site well suited to an intermediate artist looking to find some inspiration and interact and chat with others. There's very little scope functionality wise for community-style artistic interaction and critique or collective style collaboration – two vital tools that aid personal and career growth for advanced or semi-professional artists.

Though we weren't overly conscious of it at the time, this was the niche we were aiming to cater for when creating the depthCORE.com art collective in 2002.



*I Don't Care*  
Magnus Kjall  
(www.depthcore.com)

deviantART is the grand guru of online art communities



Those less versed in web can easily make a gallery with Flickr



The aim was an environment where users could relax somewhere private, away from community trolls and flamers where users could experiment and play with 'serious' artists. What we ended up with was essentially a private community that cut out all of the politics and popularity power games that seem to crop up in nearly every public site. A place where we could concentrate on developing a fledgling genre into something more than multi-replicated glass spheres. At depthCORE we believe the positive and nurturing environment that we cultivated in the privacy of our member panel has assisted our rather drastic development as individual artists over the years. The percentage of dC artists that experience a personal breakthrough in the months that immediately follow their admission to the group is simply too high to be ignored and that says a lot about just how beneficial a collective atmosphere can be for a fertile creative mind.

benefiting from it – exclusivity. Membership to depthCORE is normally by invitation or application only and of these unsolicited applications, less than 10 per cent are accepted. It seems elitist, because it is. Our members expectations of each other are even higher than our audiences, which results in a driving creative pressure for technical and conceptual excellence – an environment that simply wouldn't suit an intermediate or developing artist. Similarly, the community aspect of a collective ensures that all of the publicity garnered by the group and its releases is diffused across the entire active membership. The focus is on the whole and not on the individual. As such, dC is also not an ideal method of attracting individual attention as a professional or semi-professional designer.

Fortunately, for designers who have the know-how to knock a decent personal web portfolio together, there's an abundance of design portal websites that'll

## “ONLINE COOPERATIVES UNITE ARTISTS OF SUCH A DIVERSE AND FAR-FLUNG DEMOGRAPHICS”

The greatest thing about an online cooperative is the ease with which it unites artists of such a diverse and far-flung demographics and allows them to interact in a far more realistic and natural environment than a public space could offer. It allows people to become genuine friends rather than just 'web buddies'. This is what separates a collective from a community, it's the difference between a family and a club and the difference having a support network like this has made to each of us artistically, personally and professionally is impossible to express in words. The artwork, both individual and collaborative, that has resulted from these artistic minds uniting is often exciting. The result is an eclectic fusion of culture, concept and style that would be almost impossible to facilitate with such regularity and ease outside of the collective environment. The end product of all of this artistic and critical collaboration is an online bimonthly exhibition that attracts a large and diverse audience comprised of artists of all skill levels, art appreciators and media from various mediums (mostly print and web magazines). The packs are an effective method for individual artists to attain publicity as an individual artist and a way to attract new client work as a professional, though this is certainly not the main idea behind the pack releases.

The problem with the concept of a collective is that the thing that makes it such a powerful entity is the very thing that prevents so many people from

post a write up and link to your site, provided it meets their quality criteria. The more established sites like DiK (<http://designiskinky.com>) and Kalibre10K ([www.k10k.net](http://www.k10k.net)) need no introduction for most, but there are several other fresh portals that have cropped up with juicy interfaces and plenty of traffic to share that are definitely worth investing some time in. NiceToMeetYou (<http://ntmy.org>) is run by a small gang of ambitious authors, who sift through and post the top submitted design-related sites of the day. It's a good way for designers of any medium – web, print, fashion or motion – who have updated or revamped their folio to get a huge influx of diverse traffic to their site. Its fresh interface and punchy write ups will appeal to many and it's the kind of site that you can very easily lose a couple of downtime hours exploring. The Previous Entries button ensures nearly endless procrastination for those in need. A site made in a similar vein is Digital Abstracts ([www.digitalabstracts.com](http://www.digitalabstracts.com)), which has recently been retooled, restaffed and restocked with some quality content and another classy yet minimal layout. The focus here is still on link sharing and promotion, but the featured content allows for a website that offers more to its viewers than inspiration, via redirection. A funky little feature is their flickr Genies section, which directs viewers to the staff's favourite submitted flickr gallery of the day. flickr ([www.flickr.com](http://www.flickr.com)) is a very

popular minimal and functional gallery tool designed for non-web-proficient artists and photographers that most readers will be probably be familiar with. For anyone who wants to drive a little attention to their personal account, it's as simple as typing your flickr account name into the box on deviantART and hitting Enter. flickr aside, getting a link and write-up for your folio works much along conventional lines – head to the Submit page and plead your case! It's important to remember that these sites will only post high-end stuff. Portals as a general rule are a tool designed to be used by pros and viewed by the rest of us, so don't be too disappointed if your submissions are glossed over on a first attempt.

What all of this analysis makes clear, is that although the intermediate and advanced markets are quite well catered for, there's a general lack of focus on beginner designers. We were quite surprised to find that, outside of tutorial sites, there's not a lot set up at present online to support the new and developing artist market. For a user still looking to learn the ropes, the most valuable resource (aside from sufficient free time to learn it for yourself!) is still magazines like this (obviously) and the few dedicated tutorial websites that offer detailed and workable lessons. Look for this to change in the near future (version 7 of depthCORE, anyone?), but in the mean time those of you looking for some visual inspiration to spur you towards greatness should make sure you take the time to check out the communities and collectives mentioned here. Many professional artists are currently using them to further their own experimental work in an unconventional and low-pressure fashion and as a result new artistic aesthetics and movements are being created every day.



*e***Mag**



### THE BRIEF

#### ON THE CD

Tutorial files:  
finished fla  
down fla and more

#### TUTORIAL OBJECTIVE

To create a game-like navigation  
interface with the help of Flash

#### TIME REQUIRED


1.5 hours

#### SKILL LEVEL



# Create an avatar-driven navigation GUI in Flash

MOVE INTO THE THIRD DIMENSION WITH YOUR INTERFACE, BY CREATING THIS VIDEO GAME INSPIRED 3D SPACE TO EXPLORE

 **MOST OF WHAT** we do on computers is nothing more than an illusion. We spend our time fooling the computer into thinking that something appears a certain way, or at least managing to fool our audience if not the computer!

In this tutorial we're going to create an isometric interface that a character can walk around. While this isn't true 3D, it certainly gives the impression – when you hit a wall, you don't walk through it, when you meet the statue in the centre of the

display, you walk in front of it, behind it or around it. This is all done with some simple swapDepths trickery, but the illusion certainly stands.

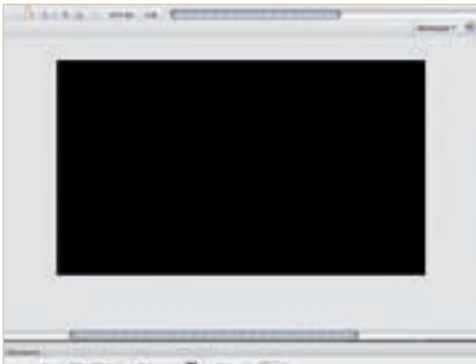
This interface allows you to walk around a virtual gallery and interact using the space bar with the paintings in order to access the site content. This can be easily customised into all kinds of web projects, from games to virtual tours. Read on as we show you the tricks behind the magic.



## YOUR EXPERT

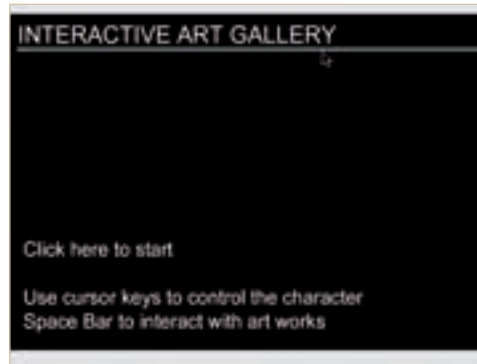
**Mark Shufflebottom** teaches on the BA and MA Interactive Media courses at Bournemouth University. He teaches 3D applications, interface design, online gaming, small-screen device production and, of course, all things Flash and ActionScript.

# Create an avatar-driven navigation GUI in Flash



## 01 Set up the document

Create a new document, make sure you choose an ActionScript 3.0 doc if you're fortunate enough to have CS3. Make it 600 x 350 pixels, change the background colour to black and increase the frame rate of the file to 24 fps. Make these changes in the Properties palette.



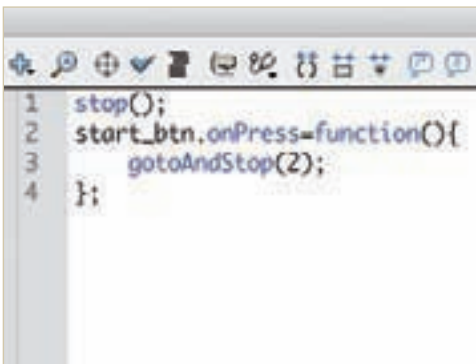
## 02 Add some text

With the Text Tool select Frame 1, add the text as shown. This provides some instruction for using the interface. Switch to the Line Tool and add the line as shown. For this line we used the colour #66FFFF. Now press Ctrl+F8 to create a new symbol.



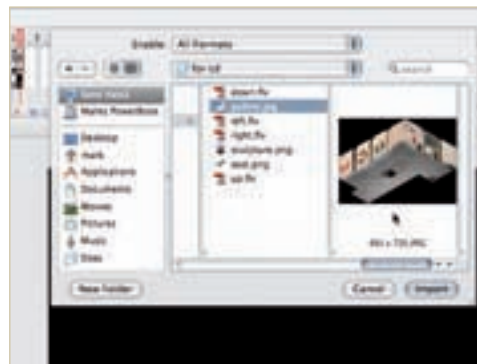
## 03 Invisible button

Name the symbol 'inv' and make it a Button. Click OK, then select the Hit frame and press F6 to add a keyframe. Use the Rectangle Tool to add a keyframe and draw a rectangle. Go back to Scene 1 and drag the symbol to the stage, name the symbol 'start\_btn', position as shown.



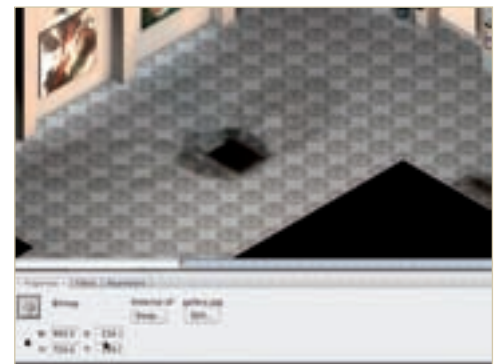
## 04 Add code

Name the current layer 'Walker', create a new layer and name it 'Code'. Select Frame 1 of the new layer. Add the code shown in the ActionScript panel. Select Frame 2 and Shift-click Frame 2 of the Walker layer, press F7 to add a blank keyframe.



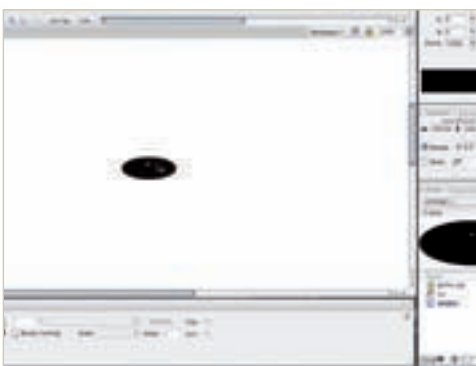
## 05 Add the background

Create a new layer and drag it below the others. Name this new layer 'Floor' and select Frame 2. Press F6 to add a keyframe to Frame 2. With Frame 2 selected go to File>Import>Import to Stage. From the cover CD select the image 'gallery.jpg', click the Import button.



## 06 Position the background

Select the image on the stage and position at -393.1 on the X axis and -179 on the Y axis in the Properties palette. Lock this layer for now to prevent making any changes. Press Ctrl+F8 to create a new symbol, name it 'shadow' and make it a Movie Clip, then press OK.



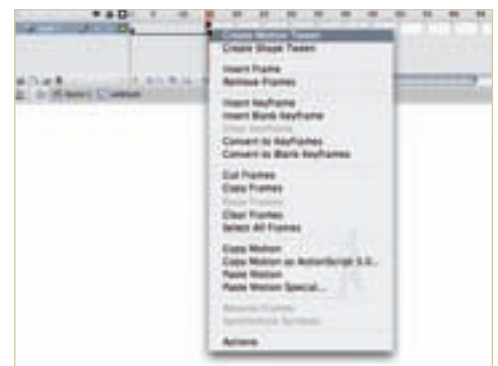
## 07 Temporary change

For the next few steps, it'll be easier if the background is white in the Properties palette. Use the Oval Tool to draw an oval, it doesn't matter too much how big this is because we can resize it later. Make sure the fill colour is black and click on the stroke and remove if necessary.



## 08 Create a new symbol

Press Ctrl+F8 to create a new symbol. Make it a Movie Clip named 'walkback'. Click OK and a new stage will appear. Go to File>Import>Import to Stage. Browse for the file 'up.flv' on the CD. Import this and click OK on the first window. Next select 'Embed video in SWF and play in timeline'.



## 09 The publish settings

Click Continue, on the next screen make no changes and click Continue again. Press Finish. The last two frames are identical. This might make the man look like he has a limp when controlling him, so right-click the last frame and choose Remove Frames from the pop-up window.

# Tutorial



## 10 Repeat for down

Create a new Movie Clip (Ctrl+F8), name it 'walkfront'. This time import the file 'down.flv' from the cover CD. Don't forget to remove the last frame of the animation again as you did in the previous step, as we want the animation to loop properly on all the different walk cycle Movie Clips.



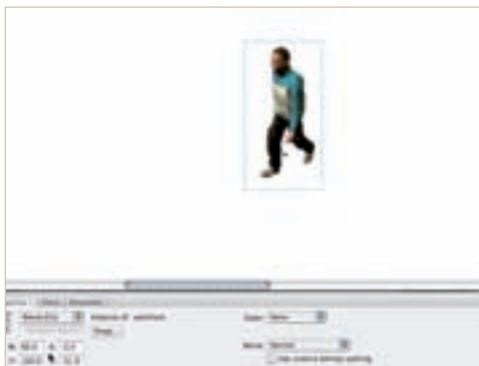
## 11 Loony left

Create a new Movie Clip symbol, name it 'walkleft'. Import the file 'left.flv'. When it appears on the stage, select the last frame of the timeline, which should be Frame 15 and remove the frame as you did in the previous steps. The character should be walking left in this clip.



## 12 Last animation

Again create a new Movie Clip symbol in the library and name the final walk cycle clip 'walkright'. Import the file 'right.flv' and delete the last frame as before. If you want to see the character walk, choose Control>Loop Playback and then press Return to start and stop playback.



## 13 Put the walk together

We need to put all of these walking clips together into one location. To do this we'll just create another new Movie Clip (Ctrl+F8) and name this 'walkClip'. Press OK and on the new stage drag in the walkfront clip, positioning in roughly the same place in your Movie Clip.



## 14 Onion skinning

With the symbol selected on the stage, add the instance name of 'down\_mc' in the Properties palette. Just below the timeline, switch on the icon for onion skinning, select Frame 2 and press F7 to create a blank keyframe. From the library, drag in the walkback clip and position as shown.



## 15 Another instance

Now add the instance name of 'up\_mc'. Add another blank keyframe at Frame 3 and drag on the 'walkleft' symbol. Position as shown using the onion skin as a guide. Name this instance 'left\_mc'. Repeat for Frame 4 with the 'walkright' symbol and name the instance 'right\_mc'.



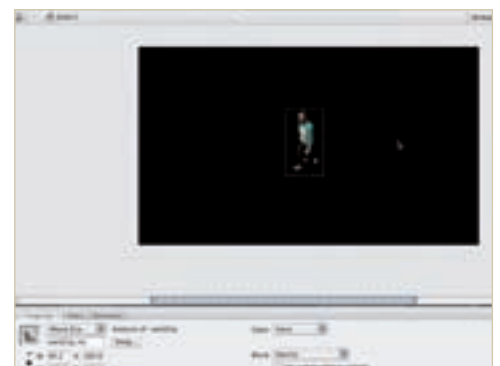
## 16 Add the shadow

Turn off the onion skinning option now and lock the layer. Create a new layer and drag this below the first. From the library drag on the shadow symbol. If necessary, resize the shadow with the Free Transform Tool. In the Properties palette take the Alpha value down to 50%.



## 17 Blur the shadow

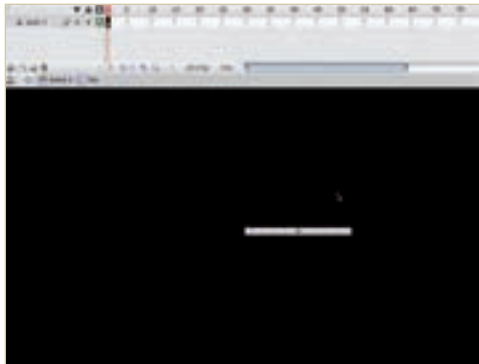
With the shadow still selected, click on the Filters tab on the Properties palette and add a blur filter to the shadow. Leave it on the default 5 pixels. Add a new layer and select Frame 1. Open the ActionScript editor and add 'stop();' which stops the playhead running through this Movie Clip.



## 18 Position on the stage

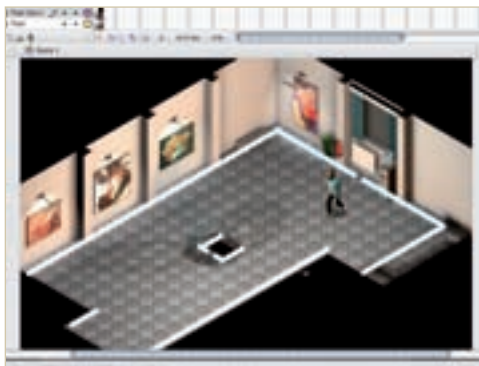
Go back to Scene 1. We need to add the character to the scene. Select Frame 2 of the Walker layer and drag the walkClip symbol to the stage. Turn off the visibility of the Floor layer and position the walkClip symbol in the centre. At this stage change the background colour back to black.

# Create an avatar-driven navigation GUI in Flash



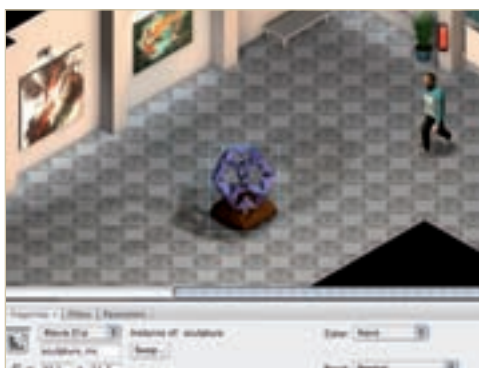
## 19 Name the instance

Once positioned in the centre of the document both horizontally and vertically, name the instance 'walkClip\_mc'. Turn the visibility of the Floor layer back on again. Create a new Movie Clip symbol and name it 'bar'. Draw a simple rectangle, these will act as the room boundaries.



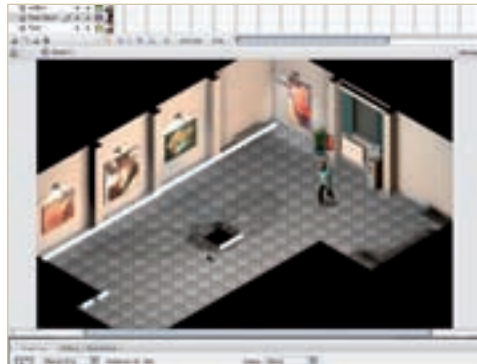
## 21 Finishing boundaries

Add the instance names 'right1\_mc' to 'right3\_mc' for each of the boundaries. Repeat this for the two upward facing edges. These need the instance name of 'up1\_mc' and 'up2\_mc'. Add the downward facing boundaries, giving the instance names 'down1\_mc' to 'down4\_mc'.



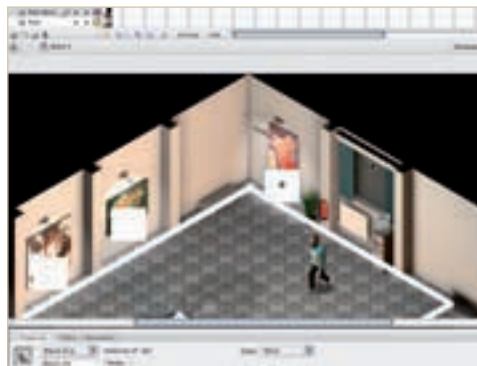
## 23 Add furniture

Create a new Movie Clip symbol, name it 'sculpture'. Click File>Import>Import to Stage. Select 'sculpture.png'. Position at -45 on the X axis and -83 on the Y in Properties. Return to Scene 1 and add this symbol to the Floor layer. Give it the instance name of 'sculpture\_mc'.



## 20 Adding the cover

Create a new layer above the Floor layer, name it 'Floor boundaries'. Drag the bar clip onto it and use the Free Transform Tool to position the bar down the left side of the walls. Name the three instances 'left1\_mc', 'left2\_mc' and 'left3\_mc'. Do the same for the three right edges.



## 22 Content sections

Add the bar symbol four more times and use the Free Transform Tool to turn them to squares. Position them over the paintings. Name the instances from right to left 'contact\_mc', 'downloads\_mc', 'portfolio\_mc' and 'about\_mc'. Drag this layer below the Floor layer.



## 24 Exact position

Position the instance at 54.7 on the X axis and 289.1 on the Y axis. Create a new Movie Clip and name it 'seat'. Import the file 'seat.png'; positioning isn't important for this graphic. Return to Scene 1 and drag to the stage as shown naming the instance 'seat\_mc'.

## TECHNIQUE

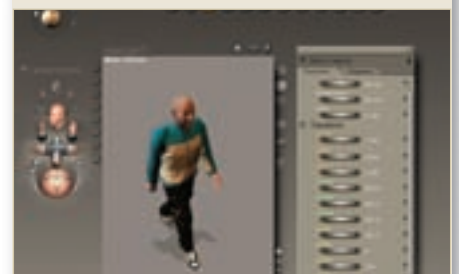
### Creating the character

We used Poser to create the character. This specialist animation package for creating people is ideal here



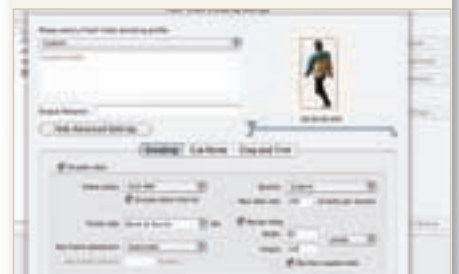
### 01 Choose your pose

Create the character from a preset and choose clothing from what's included. Use the built-in walk designer in Poser to create a walk cycle 14 frames long, then apply this to the character.



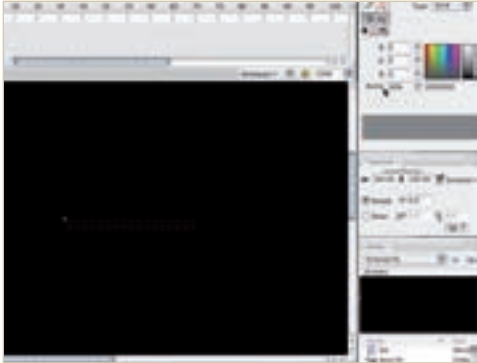
### 02 Position the camera

Poser doesn't have an isometric camera, so we have to position the camera ourselves, you can import an appropriate background to use as a guide but it can be achieved just as easily by intuition.



### 03 Rotate 90 degrees

Render each walk cycle as a series of still images, turn the man 90 degrees to get all directions. The stills are turned into QuickTime movies in QuickTime Pro, then convert to FLV in the Flash Video Encoder.



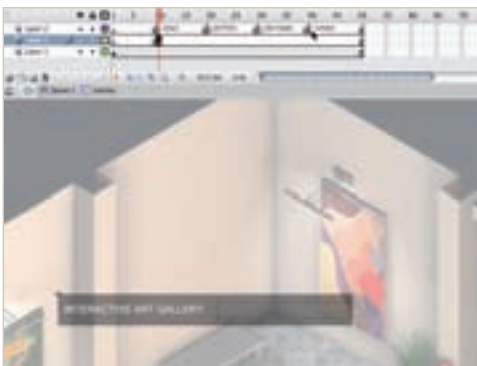
## 25 Site content

Now create a new Movie Clip symbol and name it 'overlay'. Press OK and create a black rectangle 234 pixels (width) x 25 pixels (height), which can be adjusted in the Properties palette. In the Color Mixer palette take the Alpha value down to 50%. Go back to Scene 1.



## 26 Position the Movie Clip

Drag the overlay symbol to Frame 2 of the Floor layer and name the instance 'overlay\_mc'. Position at 0 on the X and Y axes. Double-click the overlay symbol to edit it. Use the Text Tool to add the text as shown. Then add a dynamic text box giving it an instance name of 'location\_txt'.



## 27 Embed fonts

Click Embed and embed the uppercase fonts only. Extend the timeline to Frame 50. Add a new layer and keyframes at Frames 10, 20, 30 and 40. Add frame labels 'about', 'portfolio', 'downloads' and 'contact' to each keyframe in turn. Now add a new layer with a keyframe at Frame 10.

## IN DETAIL

### Making sense of the code

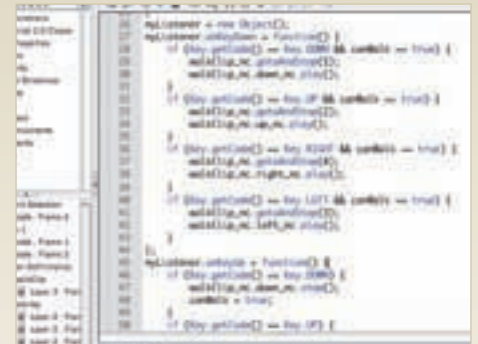
We've spent most time focusing on building all the different components that go into making this interface. Here we're going to look at the code and explain what's going on so that you can tailor this for your own needs

**THE FIRST LINE** is a variable allowing the character to walk on the screen. This variable gets set to 'false' when you hit a wall. Below that are four almost identical sections, these store how many boundaries for each direction there are in the room. The rooms are irregular, so we evaluate the number of obstructions, then store the number and use it for Hit detection.

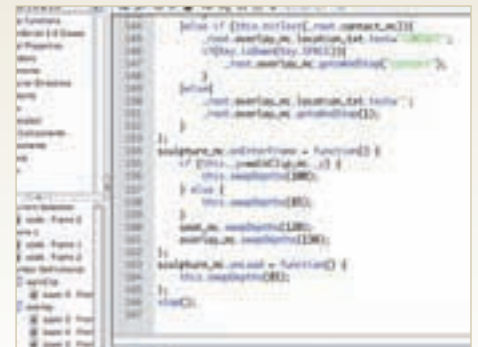
The next section of code is between line 26 and 63. This sets up a listener to detect which key is up or down and then starts playing or pausing the relevant animation, so the man looks like he actually walks. The next section is covered between lines 64 and 98. These actually move the background in the right direction depending on which key has been pressed. The man stays in the same place, so to achieve this the man and the overlay\_mc clip move in the opposite direction to the background (\_root). This occurs over all four directions. The ratio 1.15 to 2 is the isometric movement, so the proportions of moving work according to the background of the room. The collision detection code starts at line 99 to 128. This checks if the character's X and Y position are touching the floor boundaries.

The code for touching each of the artworks is located between lines 129 and 153. This code checks if the man is touching the artworks and displays the relevant content section name in the dynamic text box found in the Overlay symbol. If at this point the space bar is pressed, then the overlay Movie Clip goes to the appropriate frame label. If the man isn't touching any of the content Movie Clips then the dynamic text box is made empty.

The last section of code gives the illusion of 3D, which is done using swapDepths. If the Y position of the man is greater than the sculpture, then he must be in front of it. As such, he's given a higher depth and vice versa if he has a lower Y position then he must be behind it. The seat and overlay are given a higher depth as they're always in front.



Switching the appropriate animation on and off for the relevant key is crucial to ensure that the illusion of walking is kept



With swapDepths, it's possible to give the illusion of 3D by moving graphical objects in front of others as they move from back to front



## 28 Add a rectangle

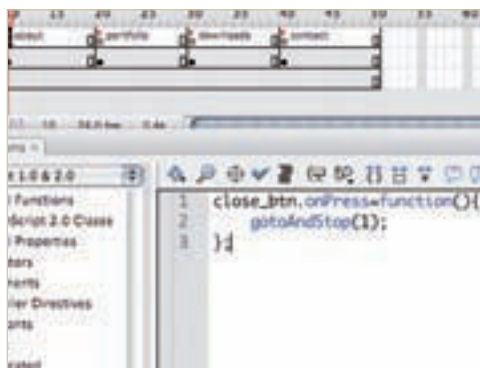
Add a rectangle to Frame 10 of the new layer as shown above. Make the colour 50% transparent black in the Color Mixer. Use the Text Tool to add static text to the rectangle. This is when you can add your own content to your site. Finally add the line under the heading with the Line Tool.



## 29 Create a button

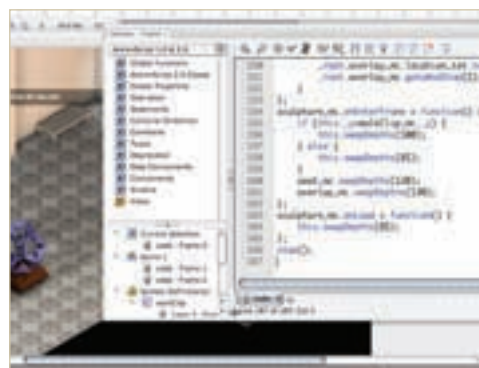
Create a new Button symbol, name it 'close' and make a Close button, eg, a cross. Add this to the right corner of the overlay symbol as shown, name the instance 'close\_btn'. Now add keyframes to this layer at Frames 20, 30 and 40 and change the heading to match the frame labels.

# Create an avatar-driven navigation GUI in Flash



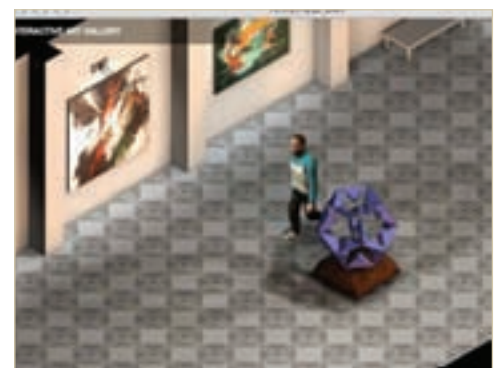
## 30 Button functionality

Select Frame 1 of the layer with the frame labels and open the ActionScript editor. Add a 'stop();' command. Select Frame 10 and add the code as shown above. Copy and paste the code into the keyframes 20, 30 and 40 so that the Close button works for each element.



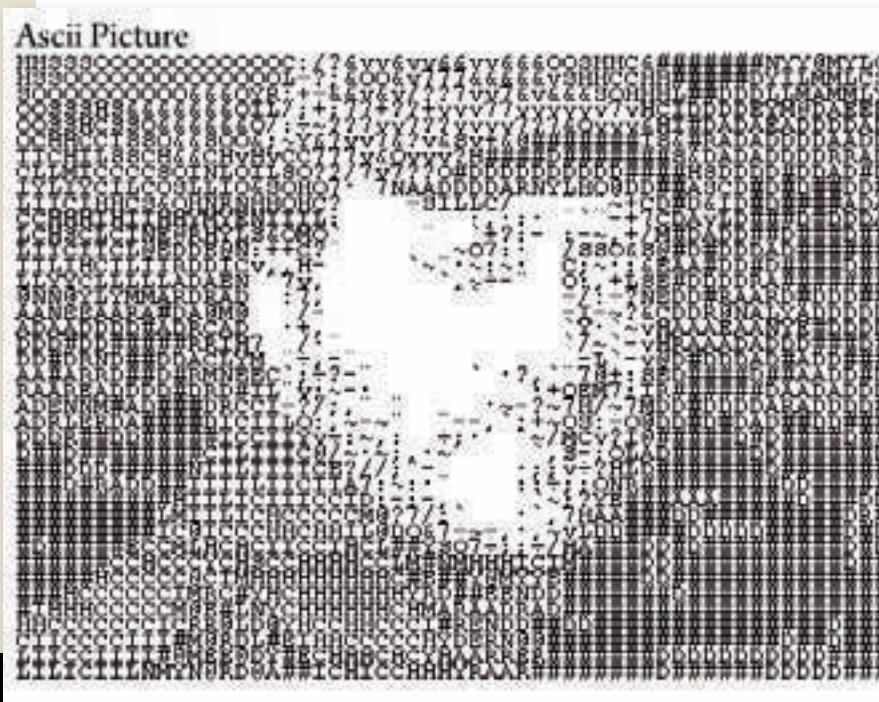
## 31 Add the main code

Open the file 'step\_31\_code.txt'. Select the code and copy it. Go back into Flash and open the ActionScript editor with Frame 2 of the Code layer selected. Paste in this section of code, which contains all the functionality for movement within the interface environment.



## 32 Test the interface

Save your Flash interface and press Ctrl+Enter to test the Flash file. On Frame 1 you'll need to click the Enter button which sets the Flash movie as the focus if in an HTML page. Now use the cursor keys to walk around and press the Space Bar to interact with the gallery.



### THE BRIEF

#### ON THE CD

**Tutorial files:**  
All the files you need on the accompanying CD

#### TUTORIAL OBJECTIVE

Create some amazing effects using Flash CS3 and ActionScript 2 and 3

#### TIME REQUIRED


2 hrs

#### SKILL LEVEL



# Get animating your web images with Flash CS3

LEARN TO ANIMATE IN FLASH CS3 USING BOTH ACTIONSCRIPT 2 AND 3 TECHNIQUES OVER THREE SPECIAL CODE ART EXERCISES

 **THIS MONTH WE'LL** be looking at three experiments using the new Flash CS3 IDE in combination with ActionScript 2 and ActionScript 3. The first two are more visual, you will learn how to take a picture and turn it into Ascii art with just a few lines of code. Due to the arrival of Flash CS3, in the third experiment we thought we'd show you the potential of ActionScript 3 compared to ActionScript 2.

So here we'll give you an introduction to ActionScript 3 and animation, you will notice a lot has changed between the two scripting languages in this tutorial. You'll also see the processing power when you place two thousand sprites moving around on the stage. But, as you know, ActionScript 3 is a huge subject and so we'll only be able to cover a few points in this tutorial. So enough chat, let's get coding.



## YOUR EXPERT

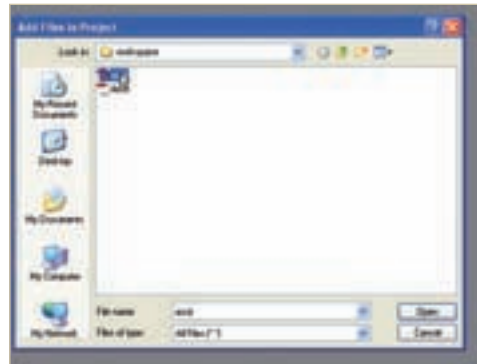
**Darren Richardson** works as interactive director at Magic Lantern Production based in London and has been in the business for over ten years. In his spare time he runs a couple of Flash resources [www.actionscripts.co.uk](http://www.actionscripts.co.uk) and [www.flashgroup.net](http://www.flashgroup.net).

# Get animating your web images with Flash CS3



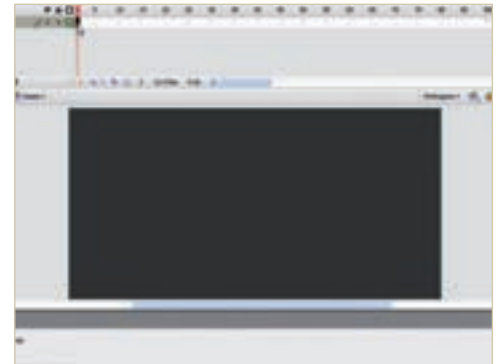
## 01 A new project

Start Flash CS3 and select 'new Flash Project'. Name the first project 'Ascii' and save this to a location on your hard drive within a folder called 'Ascii'. Flash will now be open and the project panel should be on the right, if this isn't the case, go to Menu>Window>Project.



## 02 Add a file

Now add a new .fla file Menu>File>New>Flash file (ActionScript 3). Call the file 'Ascii' and put it in the same folder as the project file. In the Project Panel there's a little page icon like you get in other Adobe products, press that and add the .fla you have just created to your project.



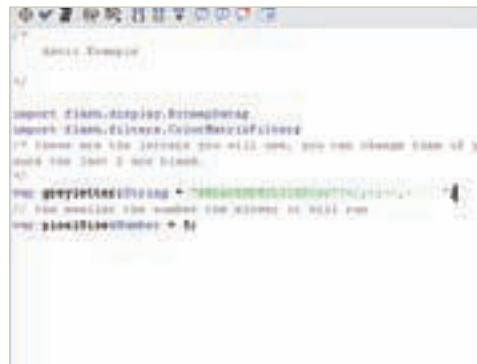
## 03 Set the scene

Set the stage to 650px x 500px, press Settings and change the ActionScript version to ActionScript 2. Rename the first layer 'Main' and draw a rectangle the same size as the stage. Place it at 0px on the X axis and 0px on the Y. Now make the rectangle a dark grey (#333333). Save the project.



## 04 Import a picture

Find a JPEG that you want to make into the Ascii art, make sure it's not too big. In this example and on the example file on the disk, the picture imported was 300px x 199px. Once you've imported the picture to the library, right-click for the linkage options and call it 'pic', like above.



## 05 Imports classes

Create a new layer, called 'Code'. Open the Actions panel. You'll have two imports, the `BitmapData` and `ColorMatrixFilter` class. Next you'll be creating a conversion string, when you do, leave the last three characters blank to pick up the colour change and note the pixel size.

## 06 Create a textfield

Now you have to create a new textfield object to hold the new Ascii art. First though, create a new `TextFormat` object and set the font and font size etc. Now create a new textfield and assign the text format object to the textfield so the formatting will work.

```
var asciiText:TextFormat = new TextFormat();
asciiText.font = "_typewriter";
asciiText.size = 15;
asciiText.leading = -8;
```

```
this.createTextField("textfield", 2, 30, 30,
600, 600);
textfield.setNewTextFormat(asciiText);
```

## 07 ColorMatrix filter

The next step is to create a filter on the picture that you're just about to import. The `ColorMatrix` filter can do a number of things, but here you're simply changing the colour of your imported picture to black and white. You're doing this by passing in the array of numbers into the `Matrix` property of the `ColorMatrix` filter.

```
var greyscale:ColorMatrixFilter = new
ColorMatrixFilter();
greyscale.matrix = new Array(1/3, 1/3, 1/3,
0, 0,
1/3, 1/3, 1/3, 0, 0,
1/3, 1/3, 1/3, 0, 0,
0, 0, 0, 1, 0);
```

## 08 Load the picture

Now you've set up the filter, you need to load in the JPEG you placed and linked in the library, the first few lines here will do that for you. Place it on the stage, the next few lines are applying the filter you created to the picture to make it black and white. Last, we're creating a new `BitmapData` object to use in a minute.

```
myPic = BitmapData.loadBitmap('pic');
myPic._x = 0;
myPic._y = 0;
myPic.filters = [greyscale];
var bmp:BitmapData = new BitmapData(320,
240, false);
var str:String = "";
```

## 09 Now the magic

The two 'for' loops will move through and every five pixels (which you set in the `pixelSize` variable) get the colour using 'getPixel'. The next line works out the colour range.

```
str = "";
bmp.draw(myPic);
if (pixelSize>0) {
for (var y = 0; y<240/pixelSize; y++) {
var coord = bmp.getPixel(x*pixelSize,
y*pixelSize);
str += greyletter.charAt(Math.round((coord >>
16)/8));
}
str += newline;
}
textfield.text = str;
}
```

## TECHNIQUE

## Useful books and resources

We've had a little hunt around and come up with a few resources that'll help with any ActionScript 3 problems



### 01 Digital download

*ActionScript 3.0 Programming* is a great introduction into ActionScript 3.0, showing you how to get started. This book is a digital download and only costs \$9.99 (approx £5). It's available from [www.oreilly.com/catalog/actionscript3](http://www.oreilly.com/catalog/actionscript3).



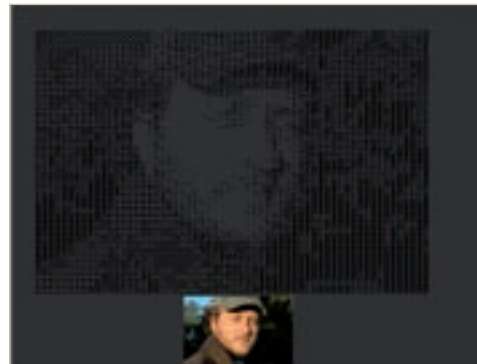
### 02 Kirupa forum

Kirupa has a massive user base. The forums are one of the best resources on the internet for all things Flash and ActionScript. Check out the site for some great threads dedicated to ActionScript 3. [www.kirupa.com/forum](http://www.kirupa.com/forum).



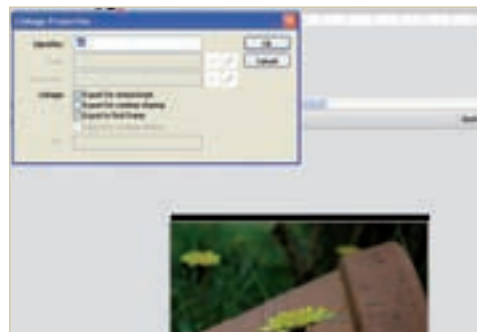
### 03 AS 3 trickery

*Actionscript 3 Animation: Making Things Move* is the latest book by Keith Peters. It follows the examples from his previous book, but this time shows you how to implement them using ActionScript 3. It's well worth the price at £22.39 from Amazon.



### 10 Ascii art achieved

It's time to test the movie. So save all your work and go back to the main timeline, run your movie and see what you get. Playing with the font and font colour can come up with some interesting results. As you can see from the shot above, it's pretty close to the original picture.



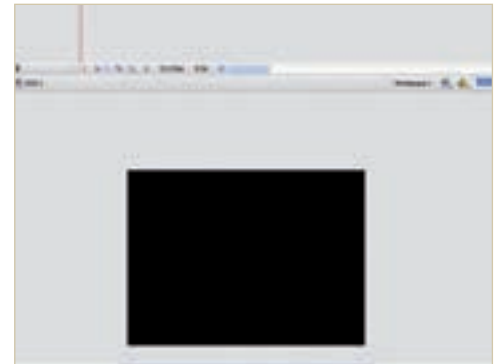
### 12 Set the stage

Make the frame rate 31fps and the background colour black in the Properties panel. As you did before, import a picture to the library that will have some clear edges like the one above. This one is 400px x 266px, make a linkage name of 'pic' by right-clicking the image in the library.

### 14 Convolution filter

This code is doing quite a bit, it's importing three whole packages, creating a new bitmapData object and attaching your picture to the bitmapData object. It's then creating a new convolution filter which makes the picture turn into a kind of negative, then applies the filter to the bitmapData object with a couple of variables you created.

```
import flash.display.*;
import flash.geom.*;
import flash.filters.*;
var b:BitmapData=BitmapData.loadBitmap('pic');
this.attachBitmap(b,10);
var pt:Point = new Point(0,0);
var re:Rectangle = new Rectangle(0, 0,
b.width, b.height);
var matrixArray:Array = new Array(1/6, 1/6,
1/6, 1/6, 1/6, 1/6, 1/6, 1/6, 1/6);
var con:ConvolutionFilter = new
ConvolutionFilter (3, 3, matrixArray, 9);
b.applyFilter(b,re,pt,con);
```



### 11 Staring project two

We're not going to go over old ground again, so set up a new project called 'Edge' in the same way that you did the last time. Create a new .fla called 'EdgeMain', make sure the Publish settings are set to Flash player 8 and ActionScript 2. Don't worry, the next exercise will be all ActionScript 3.



### 13 Snow movie

You'll need to create something to find the edges and make the hit detection work. So create a round white circle 10px x 10px and make it into a Movie Clip. Call it 'snow' with a linkage name of 'snow'. Inside the Movie Clip make the circle off-centre Y=-10 and X=-5.

### 15 Copy the bitmap

You're creating a new bitmapData object, this time to copy all of the pixels and make them either black or white, so your hit detection can work. You're then attaching the new bitmapData object to a Movie Clip and attaching the Movie Clip to the stage. To finish, you're adding a couple of Effect filters, Glow and Blur, to the main Movie Clip.

```
var md:MovieClip = createEmptyMovieClip("a",
30);
var aa:BitmapData = new BitmapData(b.width,
b.height, true);
aa.copyPixels(b,re,pt);
for (var i:Number=0; i<aa.width; i++) {
for (var j:Number=0; j<aa.height; j++) {
if (aa.getPixel(i, j)>1000000) {
aa.setPixel(i,j,0xffffffff);
}}}
md.attachBitmap(aa,30);
md.visible = false;
var bg:MovieClip = createEmptyMovieClip("bg",
0);
bg.filters = new Array(new BlurFilter(4,4),
new GlowFilter(0xffffffff, .9, 4, 4, 3));
```

## 16 onEnterFrame

Here you have an onEnterFrame function that has a simple task, but without it the effect would be lost. It simply makes sure the picture you loaded in stays visible. If you move the first two lines in the onEnterFrame out of the function the snow will leave a trail, which we think looks cool, try it to decide for yourself.

```
onEnterFrame = function () {  
    bb = BitmapData.loadBitmap('pic');  
    attachBitmap(bb,20);  
    bb.draw(bg);  
}
```

## 17 Make it snow

This function will be set off every second by the setInterval function, it attaches a new snow Movie Clip you created earlier and sets a new \_x and \_y coordinates for it. It also gives it a random vx and vy, which are its speed variables. Last, reassign each of the attached snow Movie Clips onEnterFrame functions to the Snow function.

```
var num:Number = 0;  
setInterval(makeSnow,100);  
function makeSnow() {  
    mc = bg.attachMovie("snow",  
    "snow"+(num++), bg.getNextHighestDepth());  
    mc._x = Math.random()*Stage.width;  
    mc._y = Math.random()*2+2;  
    mc.vx = (Math.random()*2-1)*2;  
    mc.onEnterFrame = snow;  
}
```

## 18 Snow onEnterFrame

The Snow function sets a random movement, then checks to see if it has hit a white pixel. If it does hit a white pixel the onEnterFrame is deleted.

```
function snow() {  
    this._y += this.vy;  
    this._x += this.vx;  
    if (this._parent._parent.  
    b.getPixel(this._x, this._y+2)>1000000) {  
        this._y += 2;  
        delete this.onEnterFrame;  
    }  
    if (this._y>Stage.height) {  
        delete this.onEnterFrame;  
        this.removeMovieClip();  
    }  
}
```

## IN DETAIL

## Take a quick look at ActionScript 3

ActionScript 3 has been around for a couple of months now, so it's time to shake off any worries and dive in. If you want to learn a couple of the basics to get started in ActionScript 3, look no further

IF YOU'RE A hardened ActionScript 2 coder then the change to ActionScript 3 will come as a little bit of a shock. If you're an ActionScript 2 coder and want to move to ActionScript 3, then there are quite a few concepts you have to get your head around.

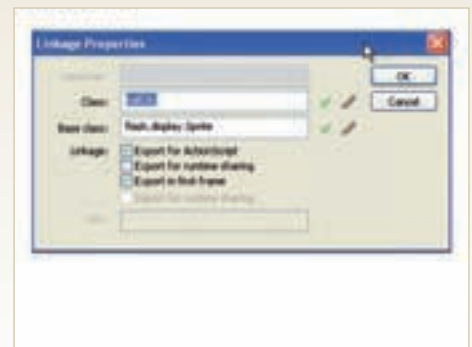
Here we'll look at a few of the concepts, starting with events. To add an onEnterFrame event is no longer a simple function. You now assign the event to a function and remember to import the events package to it. Here's an example of adding an event listener:

```
import flash.events.Event;  
import flash.display.Sprite;  
class Ball extends Sprite{  
    public function Ball {  
        this.addEventListener(Event.ENTER_FRAME,  
        onEnterFrame);  
    }  
    private function onEnterFrame(evt:Event):  
    void {  
        // do some code  
    }  
}
```

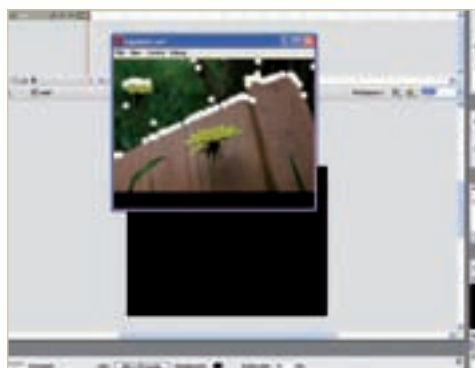
You've assigned the event ENTER\_FRAME in the constructor of the class to the function name onEnterFrame. You also have to pass an event object into the new onEnterFrame function or ActionScript 3 will error. Let's move onto one of our favourite changes – the Document class. With this class you can assign a class to the actual Flash movie, this'll run when the movie loads, so you can imagine all the uses you could have for this. Setting up your movie stage, defining variables etc, in the ActionScript 3 example in this tutorial you use it to call the first class that creates a ball and then loads lots of instances of the Ball class to the stage. You use the Document class by simply adding the class name into the Properties panel field named Document Class.



You have to reference and change a clip colour using the ColorTransform class in the flash.geom package

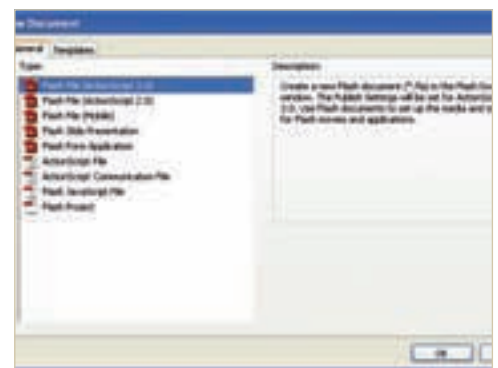


The way to create a linkage with a Movie Clip in the library has also changed, because in ActionScript 3 there's no longer a linkage field



## 19 Test your movie

All the code is complete so all you have to do now is run your movie. You can play around with the code to create some other cool effects like the trail we mentioned earlier, or change the snow for an animated Movie Clip. Now let's look at some ActionScript 3.



## 20 New AS3 project

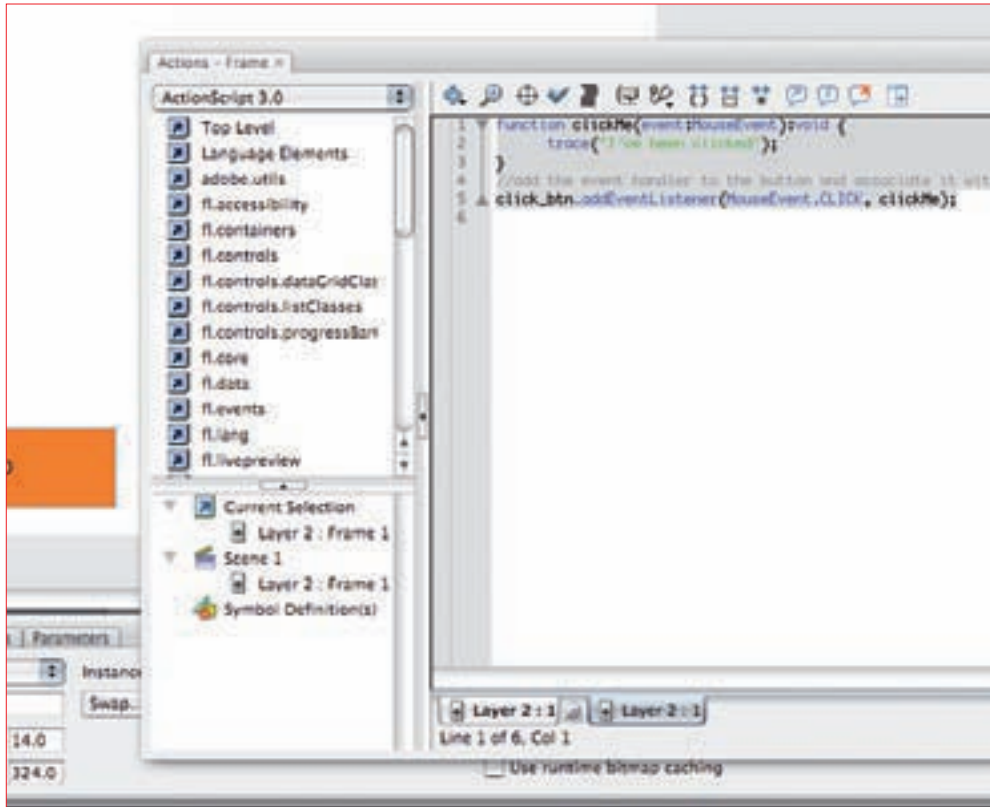
Create a new CS3 project and call it 'Balls'. Add a new Flash file (ActionScript 3) and call it 'BallMain'. Add this .fla file to your project. Unlike before, keep the Publish settings the same and just change the background colour to black and the frame rate to 30fps.





# Tech Support Flash

With the arrival of Flash's new CS3 release, Mark Shufflebottom tackles some early confusion over ActionScript 3.0



Working out a simple control of a button in ActionScript 3.0 can seem incredibly daunting, as there's no backward compatibility with ActionScript 2.0

## Q Making the switch

I've switched over to Flash CS3 and have been looking forward to getting started with the new ActionScript 3.0 language. I'm really stuck though, I can't even manage to add any functionality to a button – the old code doesn't work, please help?

Jamie Woods

A The older way of adding code for a button involved adding a button to the stage and giving it an instance name of 'click\_btn'. You can still do that in an ActionScript 3.0 document. However, if you create a new layer to add code to, you would normally add code which looks like the following:

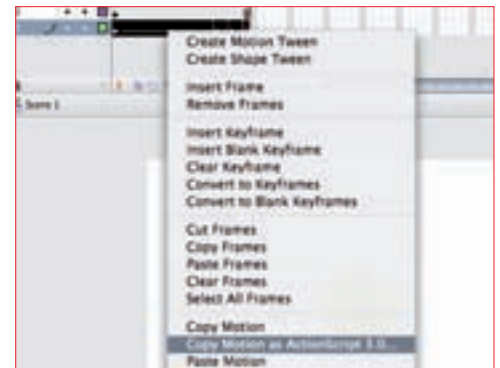
```
click_btn.onPress=function(){
    trace("I've been clicked");
}
```

This simply tells Flash that when you click your mouse (onPress) on the button (click\_btn) then Flash will display in the output window the message in the trace command. If you've selected an ActionScript 3.0 document however, then you'll have problems. Press Ctrl+Enter to export the movie and you'll get the following message:

'1119: Access of possibly undefined property onPress through a reference with static type flash.display.SimpleButton'

So how do we get access to the button under this new language? First of all, delete the previous code and add the following:

```
import flash.events.MouseEvent;
function clickMe(event:MouseEvent):
void {
    trace("I've been clicked");
}
```



Animating just became quicker with repeat animations able to be copied and pasted, either as tweens or converted to ActionScript

```
//add the event handler to the button
and associate it with a mouse click.
click_btn.addEventListener(MouseEvent.
CLICK, clickMe);
```

What this code does is first define a block of code (function) that's an event. As there are many types of event, we'll tie this down further by saying that it's a mouse event. Now your usual mouse code can be dropped in here, such as 'gotoAndPlay(5)'; etc.

As yet, we've not attached this to the button, so in order to do that we reference the button 'click\_btn'. Next, add an event listener to this. When should it react to the mouse event? When the button is clicked (hence the 'CLICK') and what should we do when the button is clicked? Call the function 'clickMe'. This does seem considerably more complex than before, but it actually comes from the EventDispatcher in AS 2.0. It has been designed to make Flash much easier to find errors in the code and warn you of spelling mistakes.

## Q Getting animated

I have read up about the way that animation can now be pasted into ActionScript. As an animator, this could be a really useful function for me. Could you run through how this works so I can see if it's worth the upgrade?

Samantha Leigh

A This is a great new feature of Flash and is definitely worth looking at, as this is a lifesaver for animators having to repeat animating graphics. To use this, place a Movie Clip or graphic on the stage and add your keyframes and motion tweens as you would normally. Create a new layer and drag a new instance onto the stage, give it an instance name of 'repeat\_mc'. Select all the frames of the first animation by clicking the first frame and Shift-clicking the last frame. Now right-click and choose 'Copy Motion as ActionScript 3.0' from the drop menu. You'll be prompted to add an instance name, so use 'repeat\_mc', as that's what we added before. Now create a new layer and select Frame 1. Open the ActionScript

**"THIS NEW FEATURE IS A LIFESAVER FOR ANIMATORS HAVING TO REPEAT ANIMATING GRAPHICS"**



## YOUR EXPERT

**Mark Shufflebottom** teaches on the BA and MA Interactive Media courses at Bournemouth University. He teaches 3D applications, interface design, online gaming, small-screen device production and, of course, all things Flash and ActionScript.

# Q&A Tech Support

panel and press Ctrl+V to paste in the motion we copied to ActionScript. Press Ctrl+Enter to test the movie and see the copied animation.

## Q Dynamic text in 3.0

I'm trying to load a text file into a dynamic text field on the stage. I use this all the time for site content in Flash. Just wondered how I might go about this using ActionScript 3.0?

Daniel Corbis

**A** The event handlers that we're all used to working with under ActionScript 2.0 have all been changed. Under 3.0 we have to communicate with the text file by using the URLRequest and the URLLoader object types.

Add a dynamic text area to your Flash 9 document. Make sure the text wrap is set to 'multiline' and then add the instance name 'myText\_txt'. This is the text area that we'll load the text file into. Now create a new Flash layer, select the first frame and add the following code to the ActionScript editor:

```
import flash.text.*;
var file:URLRequest = new
URLRequest("text.txt");
var loadFile:URLLoader = new
URLLoader();
// set up listener for loading
complete
loadFile.addEventListener(Event.
COMPLETE, loaded);
// place text file contents into the
```



With the common event handlers all changing with the latest version of ActionScript you'll need to use certain object types to communicate

```
text area on the stage
function loaded(event:Event):void {
    myText_txt.text=loadFile.
data;}loadFile.load(file);
```

The first variable called 'file' is set to be an URLRequest and creates a new URLRequest object. The file name 'text.txt' is the file we'll load. The second variable sets up the new URLLoader. We then have to add an event listener to this object which tells Flash that when the file has completed loading, to run the function named 'loaded'. The function loaded is then declared below this and it takes the data loaded in the loadFile object and places it into the myText\_txt on the stage. The final stage is to actually call the URLRequest to start loading so the final line handles this command and starts the whole process rolling.

## Expert advice

### Importing Illustrator

Illustrator is a major asset to Flash. It has been the premier vector illustration tool of choice for designers of both web and print content. The latest version of Flash has a specially designed importer to take advantage of this vector content. This is particularly useful as individual parts of illustrations can be made into movie clips and given instance names as part of the import process. If you have multiple layers in Illustrator, these can be turned into layers in Flash in order to keep the structure, turned into keyframes, or even combined into one layer. Flash has needed this for ages, so it's hard to believe it has taken this long to be included. Now Flash designers can take full advantage of the superior vector drawing palette of Illustrator.



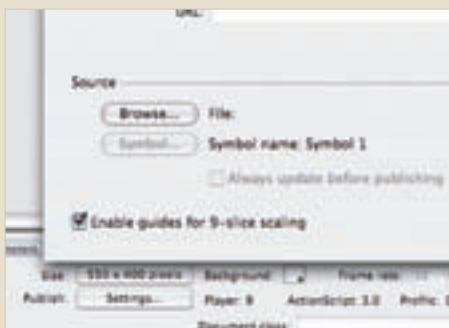
Flash has thankfully finally got its act together when it comes to vectors, so Illustrator fans can rest easy

## Technique: Serve me a slice

**Q** I have been looking at some of the new features of Flash CS3 and wondered what 9-slice scaling is? It sounds like it makes a relatively easy task of increasing and decreasing the size of an object overly complicated, does it?

Ben Milne

**A** The new feature of 9-slice scaling basically allows you to add nine guides to a symbol and the object is scaled around these guides. It comes in handy when you have corner effects because if you position the guides close to the corners then the amount of scaling the corners will receive in comparison with the rest of the symbol will be much less.



### 01 Create a symbol

Create a Movie Clip symbol as you would do normally and add a rectangle with a decorative corner. Right-click the symbol in the library and choose Properties from the drop menu. Click the 'Enable guides for 9-slice scaling' checkbox.



### 02 Edit the guides

Double-click the symbol to edit the symbol and then click on the guides and move them towards the corners. This enables the corner's middle region to be scaled up much larger while less scaling will occur on the corners.



### 03 Try scaling

If you return to the main stage and add this symbol to the stage you can scale up the symbol and see what happens to the corner. Place this next to a regular scaled graphic and see the difference on those corners.



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### THE BRIEF

#### ON THE CD

**Tutorial files:**  
Find all the files you need on the CD

#### TUTORIAL OBJECTIVE

This tutorial will show you how to build a vibrant banner for your site

#### TIME REQUIRED

2 hrs

#### SKILL LEVEL



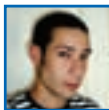
# Create a stylish menu header for your site

LEARN TO CREATE VIVACIOUS IMAGERY TO HOUSE YOUR MENU AND CAPTURE THE ATTENTION OF YOUR AUDIENCE

**YOUR MENU IS** the first thing a visitor will interact with on your website. In some cases it's also the most used and visited section of your site. Why then are most menus pretty uninteresting to look at? Don't let your site fall at the first hurdle, instead make your menu a stunning feature piece and give your audience some attention-grabbing eye candy to set them on their merry way around your site. Why not create a menu image for every season, or something that randomly

changes colour for different users? Take this tutorial and everything you learn from it and give it your own twist to suit the theme or subject matter of your site.

Here we'll show you how to construct an image to house your menu. We thought we'd do something a little music-inspired with a neo classical twist and show you how to combine energetic colours in a tasteful way by using splashes of ink and scribbles of pencil combined with vector graphics.



## YOUR EXPERT

**James Kingman** has been creative since he was old enough to hold a crayon. Despite only just graduating from the UCCA where he studied Graphic Design, he has already worked with a variety of clients, including AOL and Vauxhall [www.jameskingman.com](http://www.jameskingman.com).

# Create a stylish menu header for your site



## 01 Create the document

Open Photoshop and create a new document. Banners vary in size from website to website, so if you have a specific dimension then stick to that. We're going to make this particular banner 760 x 400 pixels, RGB and 300dpi, and, as always, drop the dpi to 72 when finished.



## 02 Get your speakers

On the CD provided with this issue, open up the file called 'Speaker01.psd'. As we're really nice, we've already cut it out for you, so all you have to do is drag it into your new document. Resize the speaker so it fits in the doc like in the screenshot above.



## 03 Desaturate and levels

Desaturate the speaker by pressing Ctrl/Cmd+Shift+U. Or if you want to adjust the amount you desaturate, press Ctrl/Cmd+U. Next, adjust the levels, hit Ctrl/Cmd+L. In the Input levels, type 44/1.14/221 and hit Enter. This will give more depth to the tones.



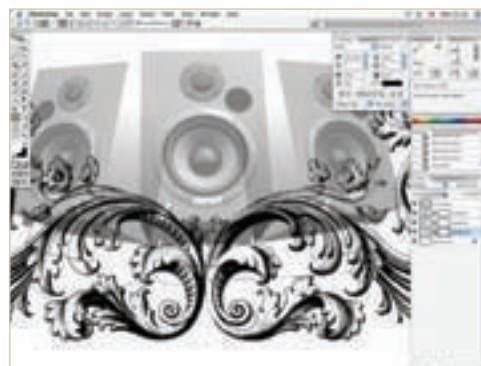
## 04 More speakers

Open the file called 'Speaker02.psd' provided on the CD. Again, it's cut out for your convenience. Repeat the last step by resizing, desaturating and then adjusting the levels. Once you have done that, duplicate the layer and flip it over, then place them as you see in the screenshot.



## 05 Victorian pattern

With the centre piece now in place, open up the file called 'Victorian01.jpeg' then drag and drop it into the main document and resize it to how you see in the screenshot, select the Multiply Blending Mode. Next, select the speaker layers individually and set their Opacity to 50%.



## 06 Mask out

Add masks to all the speakers and zoom in on the image and see carefully where the Victorian pattern lays over the speakers. With the Pen Tool (P) trace around the conflicting areas. When complete, make the path a selection and mask out the selected areas on all the speaker layers.



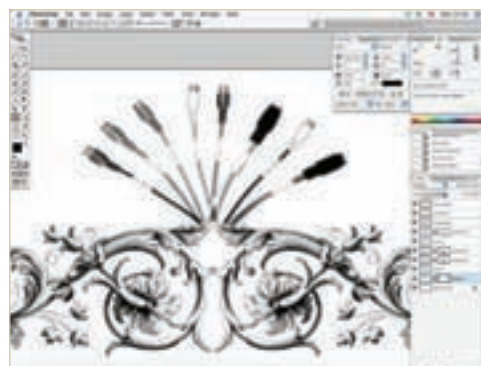
## 07 Add some shadow

Return the speakers to 100% Opacity and create two new layers, one below Speaker01 and another below Speaker02 and 3. Select the Brush Tool and a brush with a soft edge. Select black and tap behind each speaker. Select all the layers and resize everything to allow space.



## 08 Duplicate and flip

Open the file 'Victorian02.jpeg'. Drag and drop it onto the main document. Hit Ctrl/Cmd+T and resize it. Once again duplicate and flip it horizontally and place them as shown in the screenshot. Select the two layers and Ctrl/Cmd-click and then select Link Layers.



## 09 Add wires

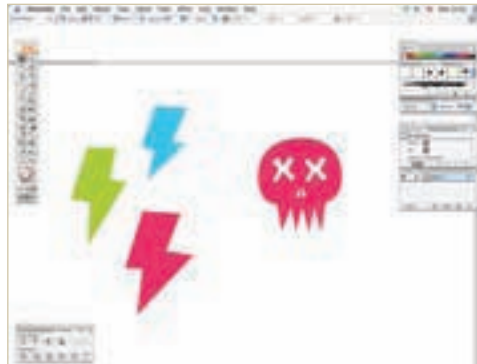
Select the file 'Wire01.psd' and drag the bunch of wires into the main doc. Notice how much time you save when you have your stock images already cut out. Repeat as you did before for the speakers, desaturate, adjust the levels and then tidy up loose parts by using masks.

# Tutorial ::



## 10 Open Illustrator

At the moment we have the main structure of the image set up. What we need is some graphics and colour to help spice it up, so let's get some clean vector fun in there! Open up Illustrator and have the new document sized A4 and the colour mode RGB.



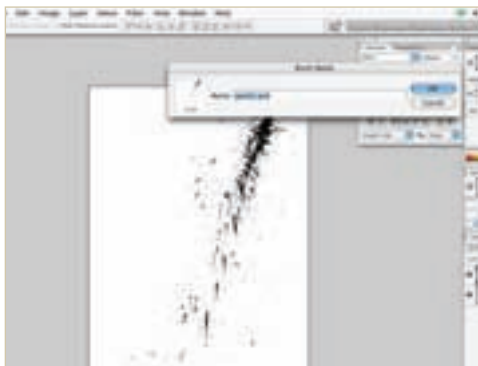
## 11 Vector graphics

Select the Pen Tool and get scribbling, we made some lightning bolts and a skull and chose acidic colours. This will help the image jump off the screen and grab the audience, but why not experiment with different colour combinations or use graphics you may already have?



## 12 Implement the graphics

Once you've finished creating your vector graphics, copy and paste them in, make sure you select Smart Objects. This can limit how much you can change or warp the graphic, it will however maintain its vector quality if you have to rescale the object.



## 13 Create a brush

Open 'Brush2.psd' from the CD. This texture was created by flicking ink. Try and experiment with textures and scan them in. Desaturate the image by pressing Ctrl/Cmd+U and adjust the levels so there's minimal grey areas. Next go to Edit>Define brush preset and hit Enter.



## 14 Apply the brush

Create a new layer at the bottom of the layers stack. Press B to select the Brush Tool and get hold of the new brush you've just created. Hold Alt to get your colour picker up and choose one of the colours you're using and create a splash with the new brush.



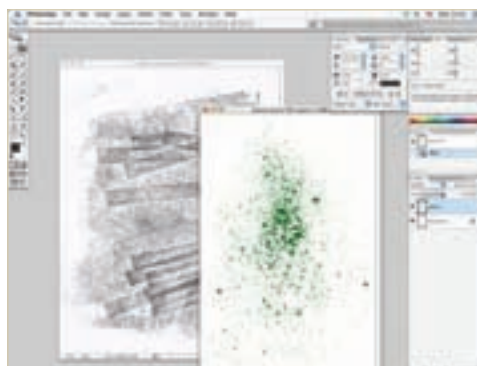
## 15 Add more colour

Duplicate the new layer and flip horizontally to keep the symmetrical theme going. Repeat the same process but with a different colour on two more layers both at the bottom of the layers stack. The image is starting to pull together more and bursting with lovely bright colours.



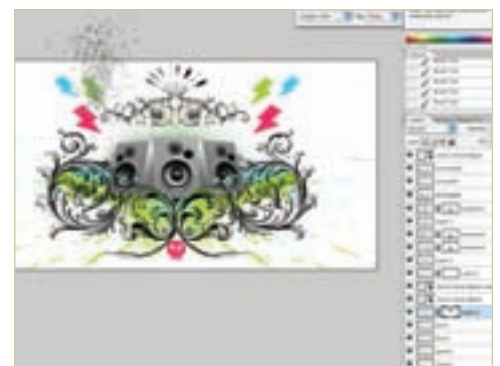
## 16 Add more wires

We want to add one more photographic element to this image to mix it up more. Open 'Wire2.psd' and drag and drop it into the main document. As we have done to the speakers and previous wires, desaturate, adjust the levels and duplicate it, once again keeping things symmetrical.



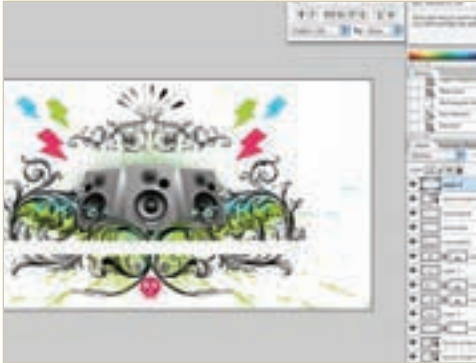
## 17 Create more brushes

On the CD there are another two texture files. Open them both and turn them into brushes exactly how you did last time. When you create a brush remember that solid white will be channelled out and black will show strong, if you keep parts grey, then you'll get slight transparency.



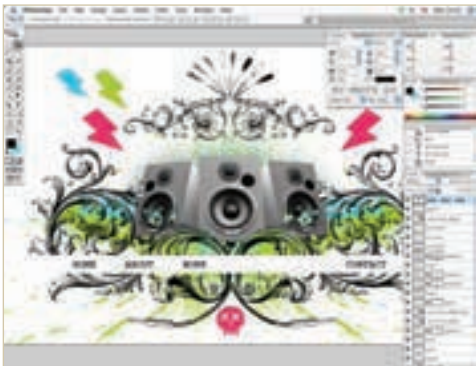
## 18 Work into the texture

Create a new layer at the bottom of the stack and select the new paint splatter brush you created in the last step. Start by using the brush, but not pressing too near to previous clicks to avoid brush pattern repetition. Create a mask on the layer and work into the texture.



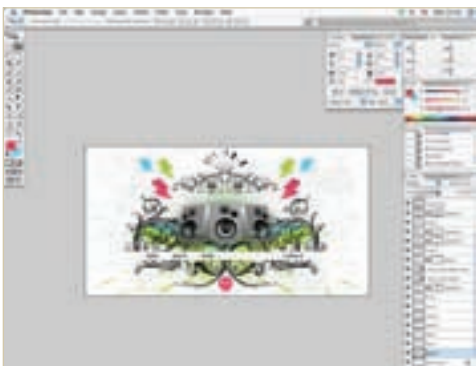
## 19 Add the menu

Add a simple menu by creating a new layer at the very top of the page and select the Rectangle Marquee Tool. Create a long rectangle spanning from each end of the page. This will house the text that will be the menu. Why not try to work the menu into the image?



## 20 Add text

Select the Text Tool by hitting T and then type in the space created the pages you want on your site. Think about an appropriate font, we've chosen Courier. At this point you may want to think about rollover actions. Will you have an underscore or will the type change colour?



## 21 Pencil texture

Create a new layer and place it at the very bottom. Now select the pencil texture you created a few steps ago and a light grey. Try not to make this a heavy texture as we only want it to sit at the back and give an off-colour effect to the white.

## IN DETAIL

### Pull the image together

So you have your image and it's as good as finished, you're happy but it still seems that something is missing. How can you solidify what you already have without making drastic changes?

**THERE ARE MANY** ways to enhance what you have without having to make any drastic edits to the overall composition. Most of these are discovered through experimentation. So what we would advise to everyone is to go out and try to mix different things up and see what works and what doesn't.

Creating images that use mixed media can sometimes be a tricky customer to tame and the right balance can be tough to achieve. You can try playing with the masks on all the layers and see if that adds to the image, or try and tweak the colours. Sometimes adjusting the opacity of certain layers can make a big difference, or adjusting the levels is all that's needed. On occasion, when you get to this point of creating an image it becomes more about trying different things to see if it can help push the image forward. But be aware that nit-picking can, from time to time, hinder more than help. With this in mind, it's vital that you save one version of your original and at different points along the way, just in case you get to the point of no return and lose the best part of your work.

Remember, occasionally all it needs is something very simple to pull it all together under one roof and give it the right consistency. One way that we found a while back is layering a light texture over the top of the image. So regardless as to whether the image contains photography, vector or textures, you know that they all have one look and feel in common, which can make all the difference when you have so many variations of media.

In the pictures opposite, we show you a simple technique to help tighten your image. We'll be using the pencil texture, which was created simply by dashing along cello tape with the side of the pencil to achieve a light distressed look. It's a school-age technique that can still be pulled out and used to great effect! There are loads of things you can do like this, so remember, experimentation is key!



Use the Pencil brush on a white background and apply it to a new layer that's placed on the top

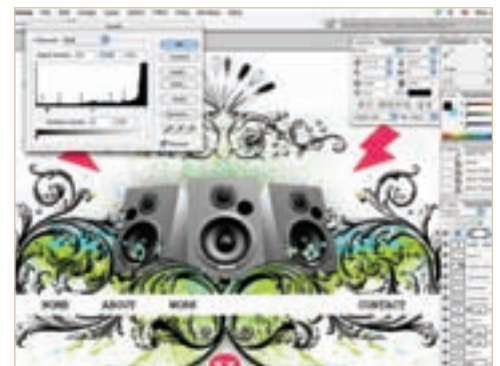


Duplicate the new layer until you build up a steady texture throughout all elements of the image



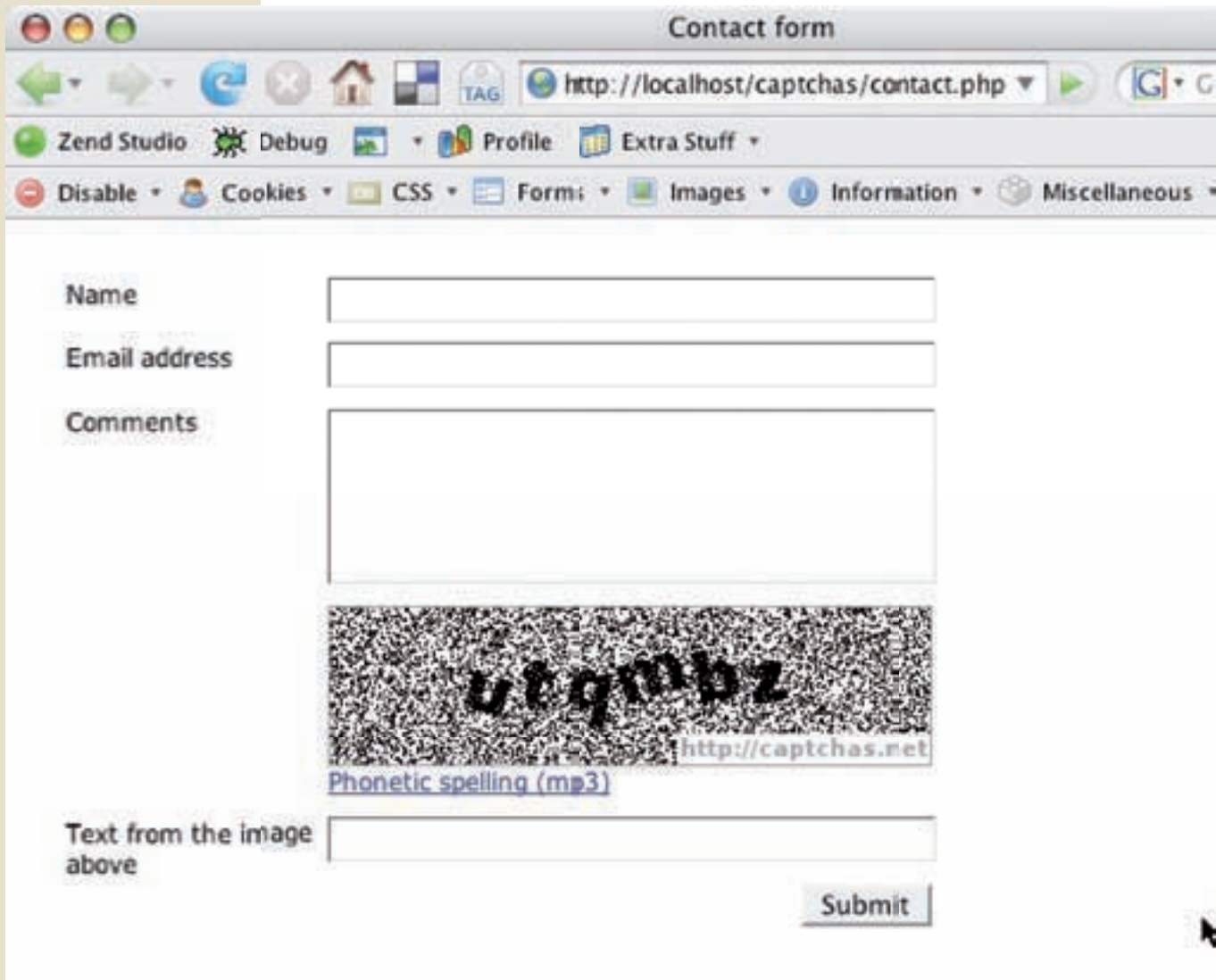
## 22 Final touches

Create new layers underneath the top and bottom wires. Next select a very soft brush and draw behind the wires. Then go to Filter>Blur>Gaussian Blur. This will help pull these elements off the bottom of the page and give a bit of depth. Drop the Opacity of this layer to 40%.



## 23 Adjustment layer

Click on the adjustment layer at the bottom of the page and select Levels. Adjust the levels where necessary. If you feel the need to add more adjustment layers, maybe change the hue and saturation or curves, then this is a great time to do it. Make sure the layer is at the very top.



### THE BRIEF

#### ON THE CD

**Tutorial files:**  
contact.php  
thankyou.php and more

#### TUTORIAL OBJECTIVE

Protect against mail injection and automated submission

#### TIME REQUIRED


1 hour

#### SKILL LEVEL



# Secure your PHP forms from unwanted visitors

SIMPLE CHANGES WILL ENSURE THAT ONLY REAL PEOPLE CAN SEND MAIL FROM YOUR SITE, WE SHOW YOU HOW BY USING CAPTCHAS

 **WHEN CREATING ANY** form for your users to complete – such as a contact form or blog comment – you'll have the possibility of non-human visitors trying to complete the form.

These might be spammers trying to exploit part of the PHP mail() functionality to use your innocent form to send spam, or automatic registrations filling your user database with junk. While preventing spam, whether that be email spam or spam blog comments, is a tricky job, there are some really simple

things that you can do to secure your own forms and not add to the global onslaught! This tutorial will cover two techniques, that of preventing PHP mail injection attacks by checking user input and also the use of captcha images – images containing a random string of text that the user needs to enter in order to submit the form. This technique could be used on any kind of form, but here we're looking at both issues with a simple contact form example.



## YOUR EXPERT

**Rachel Andrew** is a web developer and managing director of web consultancy [edgeofmyseat.com](http://edgeofmyseat.com). She is author of a number of books including *Build Your Own Standards Compliant Website Using Dreamweaver 8* published by Sitepoint.

# Secure your PHP forms from unwanted visitors



## Step 01

Visit <http://captchas.net/> registration to set up your own free account and get started

## Step 03

Make things easier for yourself by downloading the PHP class from [Captchas.net](http://Captchas.net)



## 01 Getting started

As we're going to use Captchas.net to do the work of generating the captcha images and sound files, we need to go to the site and register to get our unique code and secret. Registration is free at <http://captchas.net/registration>. You can use the demo account for testing, but should set up your own before going live.



## 02 The sample code

Captchas.net have provided sample code and a downloadable class to use for PHP, Perl, ASP, Python and JSP, therefore you could follow this tutorial in another language if you wished, by using the same basic concepts but the sample code in your language of choice. We're going to be using the PHP version of the code this time.

## 03 Download the PHP module

The PHP module is a PHP class that we can download and use to simplify the PHP we'll need to write in order to communicate with Captchas.net to generate and check our captcha code. Download this class from <http://captchas.net/registration> and save it into your site.

## 04 The form

Now that we're armed with our own account from captchas.net and the PHP class that we're going to use, we're ready to get cracking with the form. So we're going to create a simple form which sends an email to test out the captcha code. In Dreamweaver, create a new page in your site and save it as 'contact.php'. On this page add a form with fields for Name, Email address and Comments.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
<title>Untitled Document</title>
<link href="styles.css" rel="stylesheet" type="text/css" />
</head>
<body>
<form id="form1" method="post" action="">
<div><label for="fName">Name</label>
<input type="text" name="fName" id="fName" class="text" /></div>
<div><label for="fEmail">Email address</label>
<input type="text" name="fEmail" id="fEmail" class="text" /></div>
<div><label for="fComments">Comments</label>
<textarea name="fComments" id="fComments" class="text" rows="5" cols="40"></textarea></div>
<div class="submit"><input type="submit" name="btnSubmit" value = "Submit" /></div>
</form>
</body>
</html>
```

## 05 Include the PHP class

To be able to use the PHP class that you've downloaded you need to include it in your PHP page. In Dreamweaver switch into Code View and add the following line to the very top of the file:

```
<?php require_once('CaptchasDotNet.php'); ?>
```

The require\_once function will include this code once within your page so the code is available to be used by any PHP that you write.



## 06 Generate the captcha

We first need to generate the captcha image. To do this we need to first create an instance of the CaptchasDotNet class. The class requires several parameters in order to start creating the captcha images. The first two are your client id and password replacing the words 'demo' and 'secret' in the code below. Then comes the repository for your strings (you can usually leave this untouched), the next parameter is the time that you'll allow between getting the captcha code from the server and your user submitting your form. The string of characters are the letters in the alphabet that



## Step 08

Cater for all site visitors and make an alternate MP3 format for your text to appear in

## Step 10

Add a hidden field in the shape of a random string to help you verify the captcha after the form is submitted



## Step 12

Check whether the page has already been submitted by looking for a POST command

```
if($_POST) {  
}  
else {  
    $random_string = $captchas->random ();  
    $fName = '';  
    $fEmail = '';  
    $fComments = '';  
}
```

you will display in your captcha image. It's a good idea to leave out easily confused letters such as i and l. Last, we have the number of characters to display and the width and height of the generated image.

```
$captchas = new CaptchasDotNet ('demo',  
'secret','/tmp/captchasnet-random-strings','360'  
'0','abcdefghijklmnopqrstuvwxyz','6','300','80');
```



## 07 Display the captcha on the form

You can now display the captcha on the page. Add a section after your form fields for the captcha image to be displayed and then display your captcha by simply using the function:

```
<?= $captchas->image () ?>
```

Now reload the page and you should see the captcha displayed.

```
<form id="form1" method="post"  
action="contact.php">  
<div><label for="fName">Name</label>
```

```
<input type="text" name="fName" id="fName"  
class="text" /></div>  
<div><label for="fEmail">Email address</label>  
<input type="text" name="fEmail" id="fEmail"  
class="text" /></div>  
<div><label for="fComments">Comments</label>  
<textarea name="fComments" id="fComments"  
class="text" rows="5" cols="40"></textarea></div>  
<div class="captcha"><?= $captchas->image ();  
></div>  
<div class="submit"><input type="submit"  
name="btnSubmit" value = "Submit" /></div>  
</form>
```

## 08 Users who can't read the image

Some users may find reading the captcha image very difficult or impossible. They may have poor eyesight and, as the characters are in an image, can't enlarge the text to make reading easier. For these users, we need to provide an alternate way of passing your security text, captchas.net makes this easy for us by providing the information in an MP3 file as well as in an image. This means that your user has the option of listening to the characters being read out phonetically as well as, or instead of, reading them from the image. To add this MP3 version use the following code:

```
<div class="captcha"><?= $captchas->image ()  
><br /><a href="<?= $captchas->audio_url ()  
>">Phonetic spelling (mp3)</a></div>
```

## 09 The form field

Complete the form by adding the text input field that your user must complete in order to submit the form, by entering the captcha characters. This is just a standard text field and you can add this below the captcha image and link it to the audio file.

```
<div class="captcha"><?= $captchas->image ()  
><br /><a href="<?= $captchas->audio_url ()  
>">Phonetic spelling (mp3)</a></div>  
<div><label for="fCaptcha">Text from the  
image above</label>  
<input type="text" name="fCaptcha"  
id="fCaptcha" class="text" /></div>
```

## 10 The random string

You'll also need to include, as a hidden field, the random string that will enable you to verify the captcha after the user has submitted the form. For now, add a hidden field named random\_string and, in the value, echo out the PHP variable \$random\_string. We haven't filled this variable as yet, so if you refresh the page it'll currently be empty – but it can wait until we complete the part of the code that will put the captchas.net random string value into the variable.

```
<div class="submit">  
<input type="hidden" name="random_string"  
id="random_string" value="<?php echo  
$random_string; ?>" />  
<input type="submit" name="btnSubmit" value  
= "Submit" /></div>
```

## 11 The completed form

If you view your page in a web browser you should be able to see the form and view the captcha image as it's generated from the captchas.net server. Try out the phonetic MP3 version of the text by clicking the link.

## 12 Submitting the form

We're going to post the form back to the same page contact.php, so we first need to check whether this is an initial load of the page (it hasn't been posted) or if this load

## IN DETAIL: Preventing mail header injection attempts

Email header injection attacks are common and increase the amount of spam we all get – find out how they happen and how to stop your forms being compromised

**AN EMAIL INJECTION** attack is where someone uses an innocent form on a site to send out spam. This means that the spam looks as if it comes from that site. This has become a big problem with sites that use the PHP mail() function to send email. It isn't a problem with PHP itself, but with scripts that don't check user input before using it.

The typical scenario is a From to email script which uses mail() to send the data and includes the email address entered in the form in the header parameter of the function.

```
mail($to, $subject, $message, "From: ".$_POST['from_email']);
```

The final parameter isn't a 'from' parameter, it's for any headers – these often include from, but also might include headers such as cc or bcc, and it's this functionality that the

spammer exploits. By inserting an email address and then a newline character and then another header such as bcc, the spammer can send the form to another email address.

The simplest way to deal with this problem is to check your fields very carefully before putting any user input into parameters. If your field only expects a single email address, then validating that you have an email address and that there are no newline characters should protect you from spam attempts.

There are other methods of preventing these attacks. If your server has mod\_security installed then you can get it to scan the POST and GET and reject any requests which include cc: or bcc:, for example. There are also other mailers that contain built-in protection against mail injection attempts. The site to the right will give you more in-depth information about the issue and ways to prevent it.



Mail() Injection ([www.mailinjection.com](http://www.mailinjection.com)) is an entire site dedicated to the problem of mail injection attacks

of the page is after someone has clicked the submit button on the form. We can do this by looking to see if there's a POST. If there is, we will need to process the form and if not we can create our random string value using the captchas. net class and set the form variables to nothing.

```
if($_POST) {  
} else {  
    $random_string = $captchas->random ();  
    $fName = '';  
    $fEmail = '';  
    $fComments = '';  
}
```

### 13 Get the form variables

The next few steps are all to be run if the user has submitted the form. So add the code on the line after

```
if($_POST) {
```

The first thing we'll do is write the \$\_POST variables into variables that we can use in our script, as we will need to check this information before writing it in an email and sending it.

```
$fName = $_POST['fName'];  
$fEmail = $_POST['fEmail'];  
$fComments = $_POST['fComments'];  
$fCaptcha = $_POST['fCaptcha'];  
$random_string = $_POST['random_string'];
```

### 14 Validate the captcha

We can now check to see if the user has entered the correct text from the captcha image. The first check is to find out whether the string has been used before – we only want to allow a captcha to be used once otherwise someone could use a valid string to run the form again. The next check sees if the captcha has been correctly entered. If either of these steps fail, then we set the value

of \$errmsg to the message we want to show the user when this happens. The final check is just a basic check to see if name and email address are completed.

```
if (!$captchas->validate ($random_string)){  
    $errmsg = 'Every CAPTCHA can only be  
    used once. The current CAPTCHA has already  
    been used. Try again.';  
} elseif (!$captchas->verify ($fCaptcha)) {  
    $errmsg = 'Please check you have entered  
    the CAPTCHA text correctly.';  
} elseif ($fName == '' || $fEmail == '') {  
    $errmsg = 'Please complete your name  
    and email address to submit the form';  
}
```

### 15 Display the error

If the user has made an error in submitting the form or entering the captcha text we need to let them know that there has been a problem and how to solve it to submit the form. We can do this by writing out the contents of \$errmsg just above the form, if it is set. You could style this message in any way that highlights it to the user.

```
<?php  
if(isset($errmsg)) {  
    echo '<p>'.$errmsg.'</p>.<br>';  
}  
?>
```

### 16 Repopulate the form fields

It's very annoying when you complete a form and make a small mistake and then have to re-enter all of your data. We can help our users out by repopulating the form fields by adding to the value attribute the contents of the variables we got from the POST. The completed form code is displayed below, including these values.

```
<form id="form1" method="post" action="contact.  
php">  
<div><label for="fName">Name</label>  
<input type="text" name="fName" id="fName"  
class="text" value="<?php echo $fName; ?>" /></div>  
<div><label for="fEmail">Email address</label>  
<input type="text" name="fEmail" id="fEmail"  
class="text" value="<?php echo $fEmail; ?>" /></div>  
<div><label for="fComments">Comments</label>  
<textarea name="fComments" id="fComments"  
class="text" rows="5" cols="40"><?php echo  
$fComments; ?></textarea></div>  
<div class="captcha"><?=$captchas->image ()  
><br /><a href="<?=$captchas->audio_url ()  
>">Phonetic spelling (mp3)</a></div>  
<div><label for="fCaptcha">Text from the image  
above</label>  
<input type="text" name="fCaptcha" id="fCaptcha"  
class="text" /></div>  
<div class="submit">  
<input type="hidden" name="random_string"  
id="random_string" value="<?php echo $random  
string; ?>" />  
<input type="submit" name="btnSubmit" value =  
"Submit" /></div>  
</form>
```

### 17 Sending the email

If all of our checks have passed successfully, we can send the email using the PHP mail() function. If the mail sends, we then redirect the user to a 'thank you' page so that they know the form was mailed properly. You should now be able to run the script and send a mail from your form – however read on for some more ways to ensure that spammers don't use your forms for evil!

# Tutorial

```
1 <?php
2 require_once('CaptchasDotNet.php');
3
4 //function to check for strings.
5 function checkStr($str) {
6     $strings = array("content-type:", "mime-version:",
7         "to:");
8     foreach($strings as $string) {
9         if(ereg($string, strtolower($str))) {
10             return true;
11         }
12     }
13 }
14
15 function noNewLines($str) {
16     if (ereg("(\r|\n)", $str)) {
17         return true;
18     }
19 }
```

## Step 19

Add some additional security functions to keep those nasty spammers at bay

```
41 $captcha = new CaptchasDotNet('demo', 'secret', '/tmp/captchasecret-random-strings', '2000',
42     'abdefghijklmnopqrstuvwxyz', '6', '200', '50');
43
44 if($_POST) {
45     $fName = $_POST['fName'];
46     $fEmail = $_POST['fEmail'];
47     $fComments = $_POST['fComments'];
48     $fCaptcha = $_POST['fCaptcha'];
49     $random_string = $_POST['random_string'];
50
51     if((noNewLines($fEmail) == true || noNewLines($fName) == true || checkStr($fComments) == true)
52         || !$captcha->validate($random_string)) {
53         $errmsg = "Illegal values entered in the form!";
54     } elseif ($captcha->validate($random_string)) {
55         $errmsg = "Every CAPTCHA can only be used once. The current CAPTCHA has already been used";
56     } elseif ($captcha->verify($fCaptcha)) {
57         $errmsg = "Please check you have entered the CAPTCHA text correctly.";
58     } elseif ($fName == '' || $fEmail == '') {
59         $errmsg = "Please complete your name and email address to submit the form";
60     } else {
61         $msg = "Name: " . $fName . "\n";
62         $msg .= "Email: " . $fEmail . "\n";
63         $msg .= "Comments: " . $fComments;
64         //send email
65         if(mail('admin@yourdomain.com', 'Contact form', $msg, 'From:noreply@yourdomain.com')) {
66             header("Location: thankyou.php");
67         } else {
68             $errmsg = "There has been a problem submitting the form, please try again.";
69         }
70     }
71 } else {
72     $random_string = $captcha->random();
73     $fName = '';
74     $fEmail = '';
75     $fComments = '';
```

## Step 20

An 'if' statement is all that's needed to make use of the new functions we've added

```
else {
    $msg = "Name: " . $fName . "\n";
    $msg .= "Email: " . $fEmail . "\n";
    $msg .= "Comments: " . $fComments;
    //send email
    if(mail('admin@yourdomain.com', 'Contact form', $msg, 'From:noreply@yourdomain.com')) {
```

```
        header("Location: thankyou.php");
    } else {
        $errmsg = "There has been a problem submitting the form, please try again.";
    }
}
```

## 18 Preventing mail injection attempts

This simple script we've added will send an email when the form is completed along with the captcha. However, there are other things to watch out for when sending mail with PHP. For example, the potential for a hacker to use the form to send spam emails by injecting additional headers is one to watch for. The usual way that this occurs is by adding additional bcc: or cc: headers along with the email address, as many forms use the email address in the headers parameter of the mail() function so that the email looks to have come from the person submitting the form. Even if you hard code that form field as we have done here, you should still check user input before using it in your script.

## 19 Add some additional functions

Add the two functions below to the top of your PHP file or to an included functions file. The first function checks for any strings that might indicate an attempt to inject new headers into a field. The second simply checks for newline

characters. You could add additional functions to check whether the input in an email address field is an email address, or that a field that should accept only numeric input has had a number and not another character entered. By checking the data you should be able to exclude those who want to try and use your form to send spam and also collect better quality data. However, these two functions should guard against attempted injection attacks.

```
function checkStr($str) {
    $strings = array("content-type:", "mime-version:", "multipart/mixed", "Content-Transfer-Encoding:", "bcc:", "cc:", "to:");
    foreach($strings as $string) {
        if(ereg($string, strtolower($str))) {
            return true;
        }
    }
}

function noNewLines($str) {
    if (ereg("(\r|\n)", $str)) {
        return true;
    }
}
```

## 20 Using the functions

To use the functions we've added, simply add an additional 'if' statement to those already checking our data. We need to check single line fields, such as name and email for newlines, which might indicate an attempt at entering headers. Also we need to check our comments box for the strings of characters, as this box might legally contain newline characters.

```
if(noNewLines($fEmail) == true || noNewLines($fName) == true || checkStr($fComments) == true) {
```

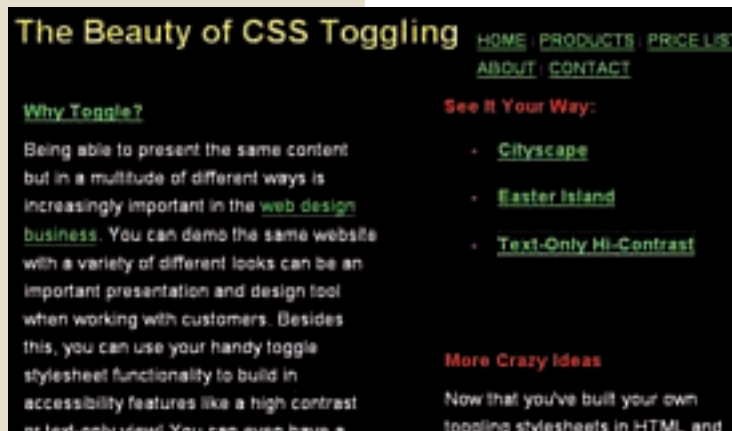
```
$errmsg = "Illegal values entered in the form!";
    } elseif (!$captcha->validate($random_string)) {
        $errmsg = "Every CAPTCHA can only be used once. The current CAPTCHA has already been used. Try again.";
    } elseif ($captcha->verify($fCaptcha)) {
        $errmsg = "Please check you have entered the CAPTCHA text correctly.";
    } elseif ($fName == '' || $fEmail == '') {
        $errmsg = "Please complete your name and email address to submit the form";
    } else {
```

## 21 Your finished form

The finished form demonstrates some useful concepts that could be used in all kinds of data entry forms, for example creating an account where you do want automated signups happening. In this case, you would be adding the data to a database rather than sending an email, but the validation concepts remain exactly the same.



*e***Mag**



### THE BRIEF

ON THE CD

**Tutorial files:**  
You'll find all the files you need on the CD

### TUTORIAL OBJECTIVE

Create a dynamic web page design with styles that change with a click

### TIME REQUIRED

4 hours

### SKILL LEVEL

# See it your way with CSS

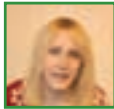
LEARN HOW TO CREATE A DYNAMIC WEBSITE WITHOUT TABLES, WHERE VISITORS DECIDE WHAT THEY SEE WITH THE CLICK OF A MOUSE

**THE TROUBLE WITH** tables is that you end up with a pretty rigid web design and we all know what a fickle bunch web-design clients can be.

Rather than spend hours redeveloping your web design, why not go for a tableless design based on Divs, whose position and style can be changed at the drop of a hat? Here we take you through the process step by step of building our tableless web design, with its toggle stylesheet facility

(designed for Mozilla 1.5-2 and IE6 and 7). Once built, you can copy your default stylesheet and tweak a colour here, or an image there, to produce a variety of inspiring designs all springing from the same base HTML.

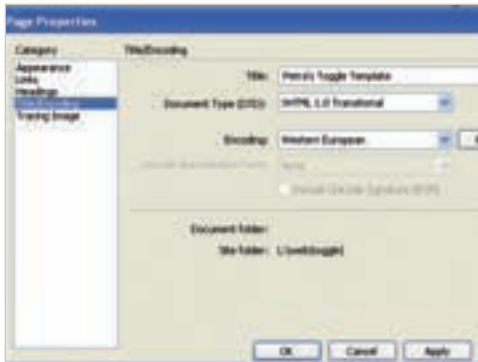
Better still, a facility to toggle between stylesheets lets users choose which style they like, provides visually impaired users with their own alternative text-only or high-contrast view and can even be used as a design aid at presentations.



## YOUR EXPERT

**Petra Jones** is a systems analyst who has worked as a website designer and developer for over ten years. She has just started as a freelancer on *Web Designer* magazine and her interests include sound production, podcasting and interactive multimedia sites.

# See it your way with CSS



## 01 Create the basic page

Go to File>New>Basic Page>HTML>Create. Select Code view then Modify>Page Properties to add a title. Pick XHTML 1.0 Transitional and use Appearance to specify the default format in HTML in case of any problems with your CSS. Save your basic page using File>Save As>'index.html.'



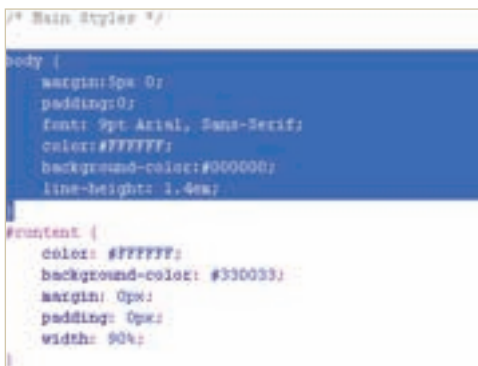
## 02 The container Div

Select Insert>Layout Objects>Div Tag, then pick After Start of Tag>Body. Click New CSS Rule>Advanced and name your tag 'content.' Select Define In>New Stylesheet, click OK. Name your new external stylesheet 'default.css' and ensure it's placed in a subdirectory named 'images'.



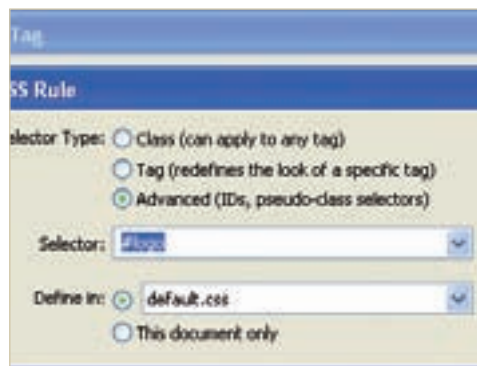
## 03 Default stylesheet

Under Type, give #content a white font and a dark purple (#330033) background. In the Box category, select a width of 90% with a padding and margin of 0. Click OK twice and you've now built your first Div and stylesheet. Open default.css and you'll see the #content Div inside.



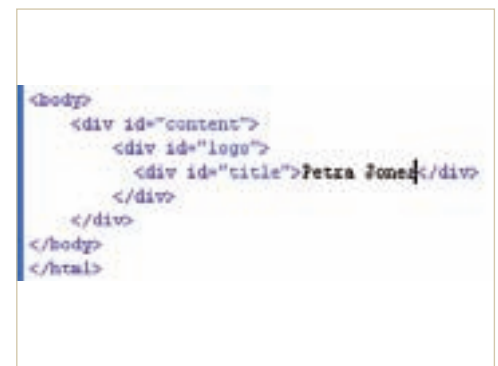
## 04 Header image slot

Add a body style of a white 9pt Arial font on a black background with 5px margin, no padding and 1.4em line height. Now let's build another Div to hold our main header image and headlines. Select Insert>Layout Objects>Div Tag as in step 2. Call the new Div 'logo.'



## 05 The header image

Select Define in>default.css and click OK to add the Div parameters. Under background, browse for 'back.jpg' and add properties of no-repeat and positioning of top left. Now select Box and enter a height of 220px with padding and margin settings of 0, then click OK.



## 06 Add the headline

Ensure there's no text within the logo Div, then create a new child Div called 'title' following the same process as step 2. Give this a magenta background colour (#990066) and a bold white 1.9em Arial font. Under Box, give this Div a 2px padding and set to 'float left'.



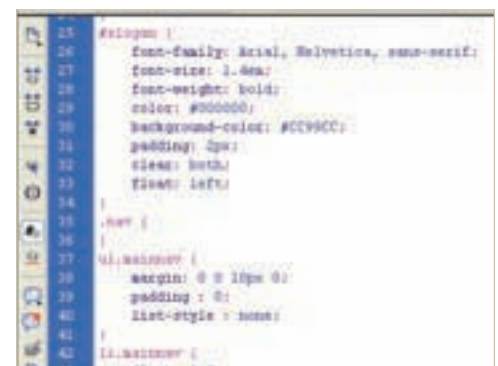
## 07 Subheading

Replace the automated text under the title Div with your name. Create a second Div immediately underneath with the ID of slogan. Give this a violet background (#CC99CC) with a bold black 1.4em Arial font. Under Box, give this Div a 2px padding and set to 'clear both' and 'float left'.



## 08 Navigation slot

Enter 'The Beauty of CSS Toggling' as your subheading under the slogan Div. Now select Insert>Layout Objects>Div Tag, then 'After Start of Tag' and 'logo div' from the list. Select New CSS Rule, highlight Class and name it '#nav.'



## 09 Mainnav classes

Leave the properties of this class blank, click OK. Create an unordered list with <ul> and <li> classes of mainnav. Open default.css and assign a margin of '0 0 10px 0;' to the ul.mainnav class with padding set to 0 and list-style 'none'. The class of li.mainnav should be bold and 'float left'.

# Tutorial

```
<div class="nav">
  <ul class="mainnav">
    <li class="mainnav">
      <a href="#" class="mainnav">Home</a>
    </li>
    <li class="mainnav">
      <a href="#" class="mainnav">Products</a>
    </li>
    <li class="mainnav">
      <a href="#" class="mainnav">Price List</a>
    </li>
    <li class="mainnav">
      <a href="#" class="mainnav">About</a>
    </li>
    <li class="mainnav">
      <a href="#" class="mainnav">Contact</a>
    </li>
  </ul>
</div>
```

## 10 Main navigation

Move to the Code view of index.htm and add five new links with a class of mainnav reading Home, Products, Price List, About and Contact. Ensure each link is sandwiched between a new unordered list object <li> with a class of 'mainnav'. Use dividers (|) to separate each link.

```
.mainnav:link {
  color: #FFFFFF;
  text-decoration: none;
  font-weight: bold;
  font-size: 14px;
  text-transform: uppercase;
}
.mainnav:active {
  color: #FFFFFF;
  text-decoration: none;
  font-weight: bold;
}
```

## 11 Link classes

Return to default.css and add the link class mainnav as shown, with a bold white 14pt font, text-transform set to 'uppercase' and a background colour of crimson (#660000) on hover. Assigning classes to links means we can have multiple link colours on each page to toggle later on.



## 12 Main content slot

Create the main content Div underneath navigation, call it 'maintext'. Set this to 'float left' with width 65% and a #993399 background. Set the font to a white 8pt Arial with the line height set to 150% for clarity and a '15px 0 5px 5px' margin. Maintext links should be coloured #AEB9CC.



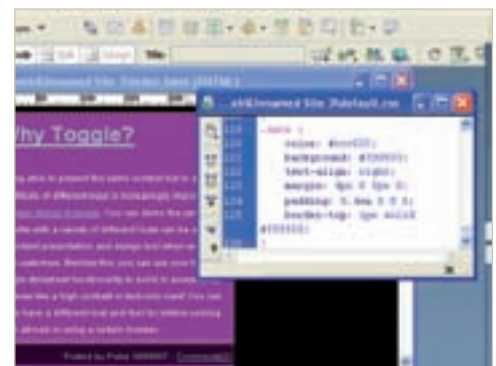
## 13 Main paragraphs

Now create two child Divs with IDs of '#main\_one' and '#main\_two' inside the outer .maintext container to hold and format each separate block of text. Both should have a 0.3em padding. Add 'linechart.jpg' as a background to #main\_two with no-repeat and an alignment of top right.

```
<div class="maintext">
  <div id="main_one">
    <h2 class="headinglink">Why Toggle?</h2>
    ...
  </div>
  <div id="main_two">
    ...
  </div>
</div>
```

## 14 Populate content

After each of the child Divs has been populated with a block of text, add the subheadings. These are hyperlinks nested inside <h2> tags with a class of 'headinglink', which sets them to a bold 16pt white Arial font on a magenta #990066 background, with text-decoration set to 'none'.



## 15 Separating content

Separate #main\_one and #main\_two Divs by adding a paragraph tag with a date class. In default.css, assign silver text (#CCCCCC) with background #330033 to match the parent content container. Set text-align to 'right'. Add a top border of 1px solid #555555 that simulates an <hr>.

```
.bottom_panel {
  background: #CC77CC;
  color: #FFFFFF;
  border: 1px dashed #BC6247;
  padding: 5px;
}
.footer {
  clear: both;
  width: auto;
  text-align: center;
  font: 8pt Arial, Sans-Serif;
  line-height: 1.2;
  background: #CC77CC;
  border-top: 1px solid #AEB9CC;
  border-right: 1px solid #AEB9CC;
  border-left: 1px solid #AEB9CC;
  padding: 10px 0 5px 0;
}
.footer:visited {
  text-align: center;
}
```

## 16 Footers

Create two final Divs named 'bottom\_panel' followed by 'footer' to finish. 'bottom\_panel' is set to white on pink (#CC77CC) with a dashed 1px #BC6247 border and 5px padding. The footer is a centre-aligned box-shaped Div with 10px padding and a 30px margin.

```
151 /* RIGHT COLUMN PANELS */
152
153
154 .right {
155   clear: both;
156   font: 8pt Arial, Sans-Serif;
157   line-height: 1.5;
158   float: right;
159   width: 200px;
160   padding: 15px 1em 1em 10px;
161   border-left: 1px solid #555555;
162 }
163
164 .right a { color: #AEB9CC; }
165
```

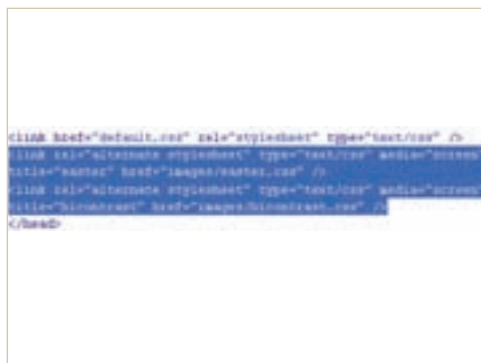
## 17 Right column

The final part of the cityscape design is the right panel. Create a new container Div named 'right' to hold the content. Set a width of 200px set to 'float right' 'clear both' with padding of 15px, 1em, 1em, 10px and a left solid 1px border which acts like a vertical <hr>.



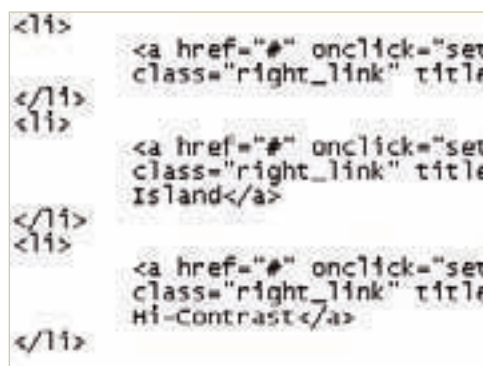
## 18 Right panels

As with maintext, the right panel is then subdivided into smaller Divs. These are named '#item\_one', 'two', etc each with 0.3em padding and #CC77CC background. #item\_two also uses an image set to: 'url(skyline2.jpg) no-repeat bottom center;'. Each panel has a <h2> class of right\_panel.



## 19 Extra stylesheets

Enter Code view and add two stylesheet links between the <head> tags. Use <link rel="alternate stylesheet" type="text/css" media="screen">. Then add the src link to locate your alternate stylesheets. Give each one a title. Naming each stylesheet is important for this next step.



## 20 Give some names

Inside the top right panel (the #item\_one div), create three links with an onclick JavaScript event of 'setActiveStyle Sheet('default'); return false;'. Ensure the title of each is typed inside the brackets in apostrophes. Remember to add an access key and title too for keyboard users.



## 21 Toggling fun

With JavaScript enabled, click the links under See It Your Way to transform the page design using one of the alternate stylesheets. These use a virtually identical external CSS file with different colours, background, widths and positioning applied.

## IN DETAIL

## JavaScript-powered stylesheet toggling

So now we've got our lovely changeable layouts, we need to get a little bit of code action and create a JavaScript to power our stylesheet toggle

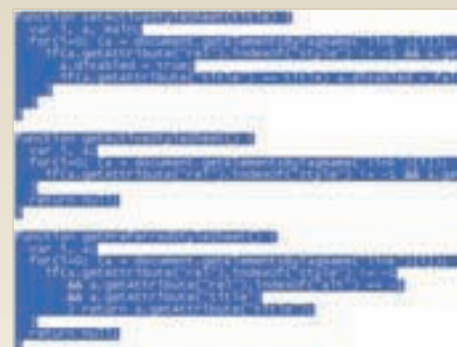
**FIRST, WE NEED** to add a link calling up our toggling JavaScript, which we'll call 'togglestyle.js'. Add this line of code in between your head tags:

```
<script type="text/javascript" src="images/togglestyle.js">
js"></script>
```

It may be worthwhile to include a `<noscript>` alternative in case your visitor has turned JavaScript off, otherwise they'll have no idea what was meant to happen. The toggling JavaScript is kept in a subdirectory named 'images' along with the images and stylesheets.

As the name suggests, `default.css` is our persistent stylesheet which is automatically used when the web page is first loaded. Essentially, the `'getactivestylesheet'` function in `togglestyle` goes off looking for a piece of code containing the `'rel'` reference, looks for a valid title and identifies which stylesheet is active. It's the job of the next function, `'getpreferredstylesheet'`, to go looking for any alternate stylesheets by searching for a `rel` attribute that contains the keyword `'alt'`. Then, it's `'setpreferredstylesheet'` that actually does the toggling, by enabling/disabling stylesheets in conjunction with `'createcookie'`, which creates a cookie to remember which stylesheet you're currently using to view the website. If we didn't include this, then only the current page would change style and we'd lose our chosen stylings the moment we clicked on a link to another page. The remaining portion of the script reads the cookie and tells the browser what to do in terms of refreshing the web page with our new chosen style.

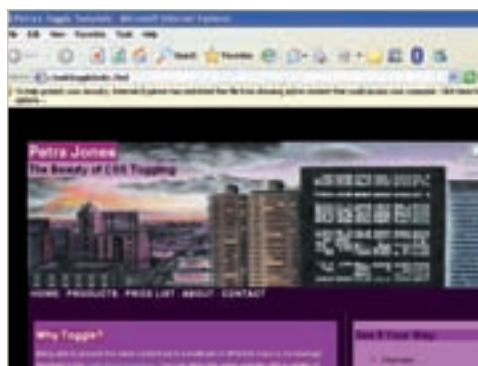
There are lots of ways to adapt a style-toggling JavaScript like this, including adding browser sniffers to choose a default stylesheet based on whether your visitor is using Mozilla or IE etc. You could also customise how long you want the user's style selection to be remembered before the cookie expires, or have a default stylesheet that's chosen by random.



Good old JavaScript yet again plays a vital role here. In this project it functions to detect and set stylesheets



*Chocolate-chip cookies are fab, but a cookie of a different kind is used here to remember the user's chosen stylesheet*



## 22 Blocked by the browser?

It's worth knowing that your browser settings can sometimes stop you toggling (see above). Notably IE6 restricts web pages from showing active content – toggles included. Simply change your security settings or click on the pale yellow message to enable toggling to take place.



## 23 Final thoughts

Looks like we're all done here now. Have fun modifying these stylesheets and improving them – remember no script or template is ever 100 per cent perfect and there are always ways to enhance them further and make them work more efficiently.



### THE BRIEF

**ON THE CD**

**Tutorial files:**  
imagegallery.html and all required files

**TUTORIAL OBJECTIVE**

To create an image gallery with rollover effect


**TIME REQUIRED**

30 mins +

**SKILL LEVEL**

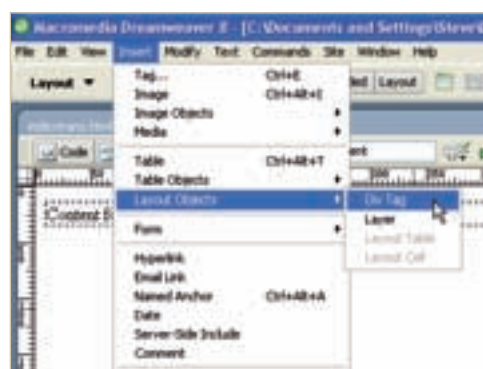
# Create a rollover image gallery using just CSS

TAKE ADVANTAGE OF CSS TO CREATE A DISTINCTIVE VISUAL GALLERY THAT'LL DISPLAY YOUR WEB IMAGES WITH MORE VIBRANCY

 **AN ONLINE GALLERY** provides the perfect opportunity to display a host of images, photos or even personal art. There are a number of ways to achieve a successful image gallery, but none beat the advantages of using CSS.

Styling a Div tag with CSS will allow designers and developers to instantly change its look and feel. This in turn makes it the ideal choice for reuse in other pages, making the CSS choice functional and creative. The image gallery created

throughout the following tutorial has adopted a simplistic approach, with the option to embellish at a later date if desired. It uses two Div tags, one acting as a containing tag and holder for the image, while the other is the holder of the text. These are both styled accordingly and floated to the left to allow for as many repeats of the tag as needed. To create the transparency, another class has been established and combined with behaviours to bring images to the forefront.



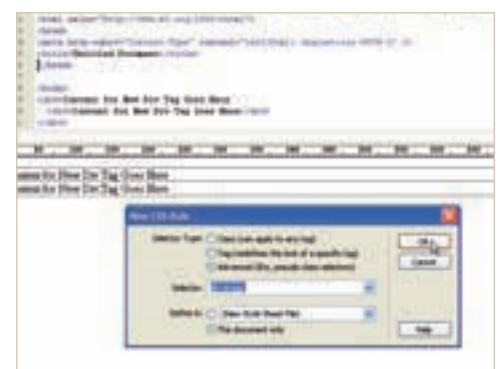
### 01 Add a tag

The first step is to create the necessary Div tags for a single instance of the elements needed to create the image gallery (more can be added later). Head to the Insert menu and select Layout Objects>Div Tag. Now click OK to add the first unstyled Div tag.



### 02 Next tag

Now select the Split view to see both the workspace and the underlying code. Place the mouse cursor at the beginning of the closing Div tag and head back to the Insert menu and add the next tag. You will now have two tags with one nested inside the original.



### 03 Div class

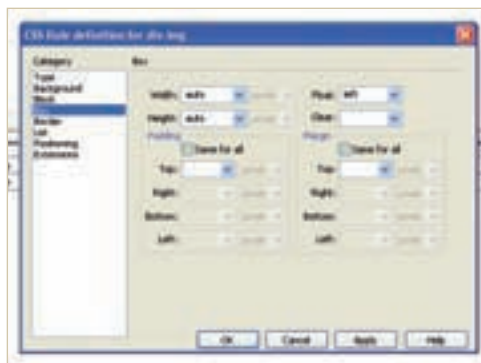
Now we need to create the CSS that needs to be applied. Head to the Text menu and select CSS Styles>New. Now select the Advanced Selector Type, name the tag accordingly, Define in: This document only and press OK to open the Rule Definition window.



## YOUR EXPERT

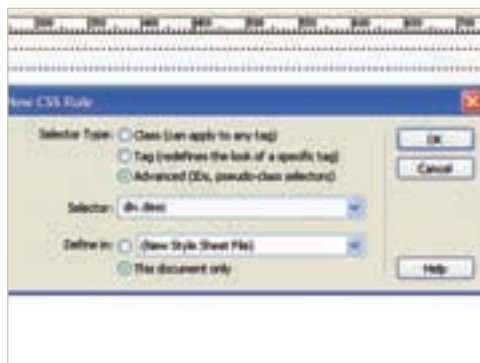
Steve Jenkins is a keen designer and developer who started creating websites after attending Bournemouth University and loves tackling the most testing of Dreamweaver problems. To see a sample of Steve's work, take a visit to [www.thesouthend.co.uk](http://www.thesouthend.co.uk).

# Create a rollover image gallery using just CSS



## 04 Containing tag

This rule will apply to the main containing tag and for this purpose there are several rules that need to be applied. First select Block and set Text Align to Center. Now select Box and set the Width and Height to Auto and Float to Left. An optional addition at this stage is a border.



## 05 New rule

Another rule needs to be created, which will apply to the second nested Div tag. This is going to contain a text in the form of a description. Follow previous steps to create a New CSS Rule. Name the new rule 'div.desc' and Define in: This document only and press OK.



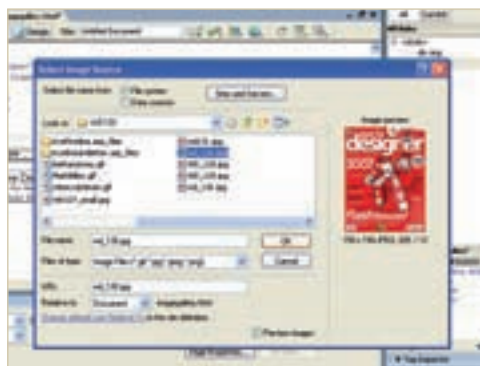
## 06 Text rules

First select the Type category followed by the Font, Size, Color and any additional styling, ie, Weight. Now select the Block category and decide on the Text Align property, ie, Center. Next, select Box and set the Width, this should ideally match the width of the images to be used.



## 07 Apply styles

With the two new styles created, it's time to apply these to the previously created Div tags. First select the outer tag (the first tag created) and apply the class img from the Class drop-down list. Now select the remaining tag and apply the desc class from the same drop-down list.



## 08 Add image

The containing tag, which has been styled with the img class, is to include the thumbnail or small image. First select the Content for New Div Tag Goes Here text and delete. Now head to the Insert menu and select Image. Chose the appropriate image and press OK to add.



## 09 Create text

To finish the element, first select the remaining Content for New Div Tag Goes Here text and delete. Now add the text that describes the image added previously. The basis of the gallery has now been created ready to add more elements. Repeat previous steps to create two Div tags.



## 10 Apply new class

The addition of new Div tags will give the impression that the design of the page has been messed up. However, this isn't the case. Select the outer tag and apply the img class, select the inner tag and apply the desc class. Now add the appropriate image and text.



## 11 Repeat

The previous steps will have created two instances of the image gallery element. To add more, repeat the previous steps. The Float element in div.img will place the element to the left of the previous. When the browser window width is exceeded, the element is placed on a new line.



## 12 Adjustments

In the File menu, select Preview in Browser to see how the page will render. Note that all the tags sit right next to each other, so margins need to be added to div.image. Double-click the rule in the CSS panel, select Box and add a 4px – or appropriate size – margin and preview again.



## 13 Image transparency

To create a transparent image in Internet Explorer the addition of the `filter:alpha(opacity=x)` code is required. The opacity can be set between 0-100 with a lower value being more transparent. Firefox uses the `-moz-opacity:x` code, where x is a value between 0.0 –1.0.



## 14 Create a class

To add transparency, a new class needs to be created and placed in the style tags. Switch to the Split view and locate the style tags in the head of the page. Add the following: `.trans {-moz-opacity:0.4;filter:alpha(opacity=40);}` and save. Note the class can be called whatever you want.



## 15 Add to image

To add the transparency effect to an image, simply select and apply via the Class drop-down list in the Properties window. Apply the class to all the images on the page and Save. Now head to the File menu and select Preview in Browser and select Browser to view the class in action.

## IN DETAIL

## Borders and hover effects

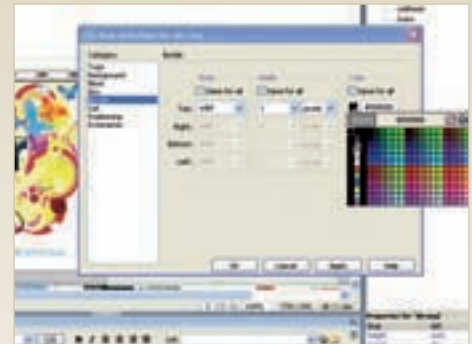
Adding borders and hover effects to the `div.img` class will make each image in the gallery a little more idiosyncratic. Here we tell you how to elaborate on the original CSS

THE IMAGE GALLERY created in the tutorial concentrated on the basics of creating a class that would resize and restyle the selected Div tag. This produced a simple yet effective look for a small collection of images.

However, not all instances of an image gallery are going to be restricted to small collections. Larger galleries will automatically create more than a single row. The CSS used in the tutorial is perfectly adequate to cope with this scenario. However, there are a few additions that will make the viewing of large collections easier on the eye and stop visitors straying from the page.

A simple addition is a border, this will give each individual image its own distinct identity. To add a border it's simply a matter of heading back to the CSS Rule definition window for the `div.img` class created in the tutorial. Select the Border category. The first step is to select the Style, click the drop-down list and select from the various options, Solid is a common choice. However, experiment with the alternatives to see what's available. Next is Width, which offers a trio of predefined options and (value), which allows you to enter a more specific width. Again, 1px is a good choice, but try the alternatives. Finally, there's Color, choose something that complements the page design. To finish, press Apply and OK to update all the `div.img` tags. This will apply the border directly around the image. To give each image breathing space head to the Box category and add some Padding. Two or three pixels provide just the right amount of space, but again, experiment.

To further enhance the gallery, a border can be placed around the image each time it's selected. This involves the creation of a pseudo class. This is essentially an extension of an existing tag. Create a New CSS Rule, name it 'div.img a: hover img'. The first part refers to the original class, while a: hover refers to a hover effect on the link, with img referring to the image. Select Border and create the desired border.



Define the style, width and colour of the border to complement the page design



Add a 1px border to the main Div tag and add the image link to create a more distinctive personality



## 16 Mouseover

Now to create a mouseover effect. The first line of code `onmouseover="this.style.MozOpacity=1;this.filters.alpha.opacity=100"` establishes the transparency. This is set to the maximum value, 1 for Firefox and 100 for Internet Explorer. Place the code within the `img src` code as shown.



## 17 Over and out

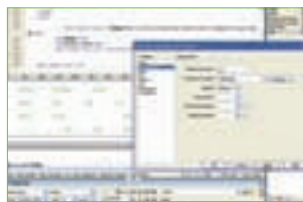
The final line of code `onmouseout="this.style.MozOpacity=0.4;this.filters.alpha.opacity=40"` establishes the transparency of the image when in its normal state. Add this code after `onmouseover`, as shown, save the page and Preview in Browser to see it in action.



## Gifttagging www.gifttagging.com



### TOP TIP



### Background images and text

Combining a background image with the repeat command is ideal for smaller page sizes and uniformity. Plus, it offers the option to overlay text, which is ideal for navigation bars. Traditionally, a whole image needed to be modified. However, using a background image, only the text needs to be updated. This approach also allows for a complete redesign simply by adding a brand new background image and modifying the text styling, ie, font or colour, to suit.

**G**ifttagging.com has embraced many of the essential elements of Web 2.0 and created a great interactive experience. The concept behind the site is 'all about people listing the things that they want, and using their lists as wish lists, gift lists and shopping lists'.

This is a simple premise and one that works really well, thanks to the intuitive approach that the site design has created. Visitors to [www.gifttagging.com](http://www.gifttagging.com) need to complete the simple and straightforward sign-up process to take advantage of what the site has to offer. Once in the gifttagging community, members can start creating their very own wish lists, gift lists and shopping lists.

Take advantage of the on-site tag cloud and add items from the site's established selection. Alternatively, to assist with the list creation process, install the IE Gifttagging toolbar or Firefox extension. Members can then visit sites across the web and find the perfect present from their favourite site and hit the Gift Tag icon to populate the list. It's then simply a matter of sharing with family and friends for the perfect present.

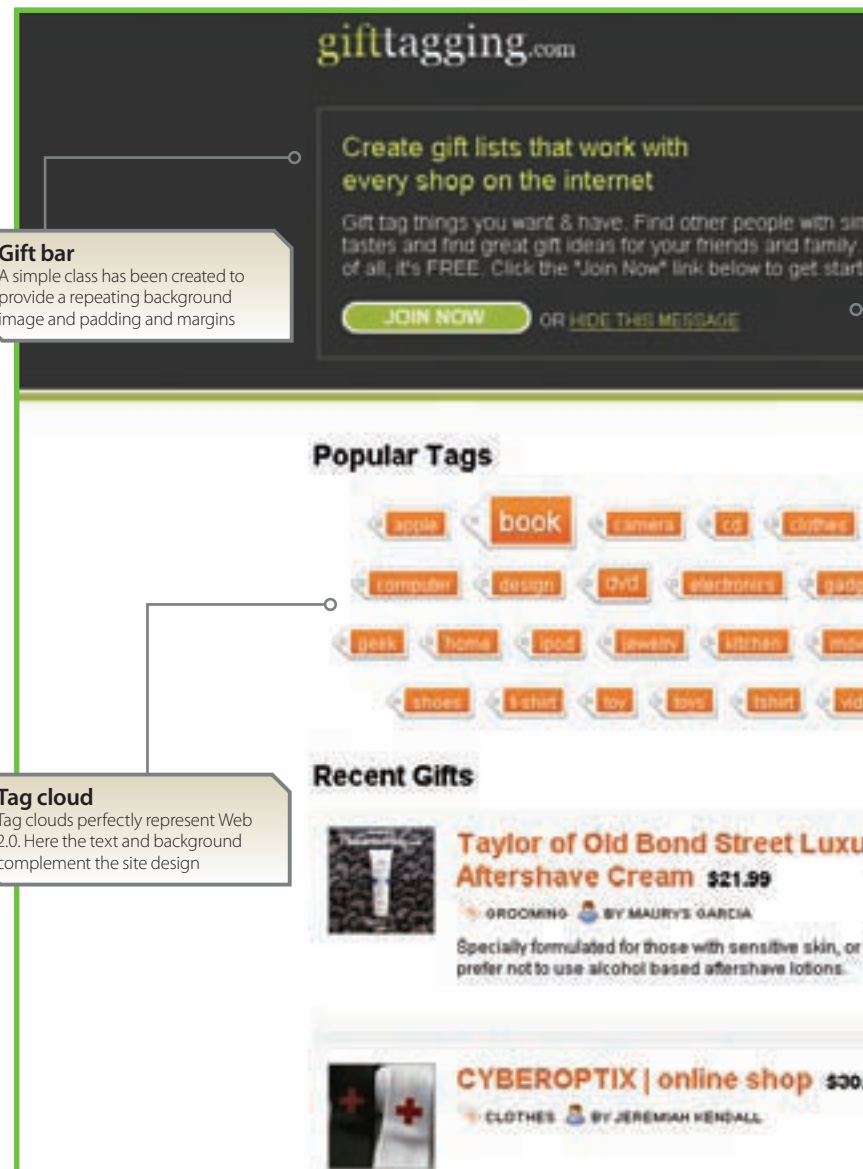
Like many Web 2.0 sites, gifttagging has embraced Div tags and CSS for the core building blocks. It has combined these with a simple, yet effective layout and popular colours from the Web 2.0 palette to complete the experience.

#### Gift bar

A simple class has been created to provide a repeating background image and padding and margins

#### Tag cloud

Tag clouds perfectly represent Web 2.0. Here the text and background complement the site design



## Repeating background

Add a touch of style to your designs with a repeating background image

Background images are a popular option for designers, especially when combined with the repeat command. This guarantees a uniform finish and often a reduced overall page weight. Adding a background image is a pretty painless task. First select the element, ie, Div tag, where the background is to appear and head to the CSS Rule definition window. Then choose Background, hit Browse and choose the image. By default the background image will be displayed both horizontally and vertically, essentially this is the repeat option. The Repeat



drop-down has four options, no-repeat, repeat, repeat-x and repeat-y. No-repeat will provide a single instance of the image, repeat will repeat the image across the whole screen, repeat-x will repeat horizontally while repeat-y will repeat vertically.

## Big head

Redefine the header tag to create the style and sizes you want and need

The HTML tag H (header) is accompanied by a number between 1 and 6, with each defining a different size for the header. H1 is the largest, while the size decreases until the smallest header H6. These tags are ideal if a page has a specific set of headings that need formatting in a descending order. Adding a header tag with Dreamweaver is about as simple as it gets. First select the text that is to be formatted and select Heading 1, Heading 2 etc from the Format drop-down in the Properties window. This provides the different size headers in the default style. To style the



tag to match the page, the tag needs to be redefined. Head to the Text menu and select CSS Styles>New. Now select Tag and choose the appropriate tag, ie, H1, from the drop-down list. Now define the style in the CSS Rule definition window.



## YOUR EXPERT

Steve Jenkins is a keen designer and developer who started creating websites after attending Bournemouth University and loves tackling the most testing of Dreamweaver problems. To see a sample of Steve's work, take a visit to [www.thesouthend.co.uk](http://www.thesouthend.co.uk).

## Site doctor

# Diagnosing the tricks behind dotcom designs



### Header

The initial gifttagging header occupies a good proportion of the page with its introductory text

### Recently received

To help identify the current active link a hover effect has been applied to each of the links within this section

## STEP BY STEP

### Form borders and captions

The fieldset and legend tags provide the perfect tools to enhance any form



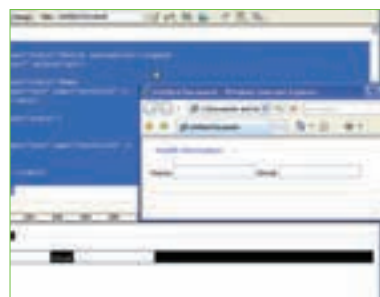
#### 01 The form

The first step is to create the form or open a form that currently exists within a page. Select the form and switch to the Split or Code view to reveal the associated text. Now place the cursor immediately before the opening form tag.



#### 02 Create border

To create the border around the form a set of <fieldset> tags need to be put in place. This can be achieved via Insert>Tag>HTML Tags>Forms. Alternatively, simply add the opening and closing <fieldset> tags in the appropriate position and save the page.



#### 03 Caption

To complete the set the addition of a caption is required. To create the caption a set of <legend> tags need to be inserted in the appropriate position. Place the cursor after the opening fieldset tag and add the opening legend tag followed by the text and closing tag.

## Tag cloud

Use the CSS Style Whitespace to determine the actions of extra character spaces

Each element of the tag cloud, ie, apple, book, camera, cd, etc is broken down into a number of further elements. In the case of gifttagging.com this is a number of tags that incorporate a background image to create the tag image. These are encompassed within a containing tag that makes use of the CSS style white-space set to nowrap. Whitespace, extra character spaces and carriage returns, under normal circumstances, are ignored and collapses the space. Adding nowrap tells a browser to ignore line breaks in the source text unless a specific tag is



introduced into the HTML eg, the break tag, <br>. To add the style to a tag or class in Dreamweaver the appropriate CSS rule needs to be selected from either the CSS Panel or the CSS Rule Definition window. Then simply select from the drop-down list.

## Style rendering

Define style sheets for more than just the screen and view pages for different media

The common assumption when creating a website is that it is to be viewed via a desktop. This will prove to be the case in most circumstances, however there are other media that will also view the pages. To this end, specific style sheets can be created to style the page. By default, Dreamweaver displays any designs for the screen media type. However, if additional style sheets exist, ie, specifically for handheld media, the page can be viewed via the Style Rendering toolbar. This can be found via the View menu and Toolbars>Style Rendering. Alternatively,



go to View>Style Rendering to select a type. To make a style sheet specific to a particular media, first attach to the page by clicking the Attach Style Sheet icon via the CSS panel and CSS Styles. This will ask for the location of the style sheet and the Media to be applied.

# REVIEWS

Join us as we get our techie heads on again and delve into the realms of all the hottest hardware that's getting our pulses racing...



## Flybook VM

[www.flybook.co.uk](http://www.flybook.co.uk)

from **£1599**

### FREQUENT FLYERS REJOICE!

The Flybook VM is an innovative laptop featuring an Intel Core Duo 1.06GHz

processor, 1GB RAM (maximum 2GB), 80GB HDD and integrated dual-layer DVD burner. Yeah, yeah that's good and all, but what makes this so special is the 12.1-inch display with a 1280 x 768 resolution comes with a unique feature: its position is totally adjustable. The telescoping arm means the screen can be positioned over the keyboard at any angle, making the device perfect for the space restrictions of air travel – and trains, buses and cramped office spaces for that matter!

Other features include Bluetooth 2.0, wi-fi, a biometric fingerprint reader (brilliant for playing at James Bond), stereo speakers, microphone and a camera. The Flybook VM is equipped with Gigabit Ethernet and two USB 2.0 ports. If we're being picky though, it's a shame there's no FireWire. If you want slightly more, for a little bit extra you could invest in the Flybook VM with High-Speed Downlink Packet Access (HSDPA).

The machine weighs in at just 1.64kg, so its waistline hasn't been sacrificed for its impressive features. Overall, the Flybook VM is an interesting product, but graphics-orientated web developers may find it a little lacking in power. Coders, however, might be in their element.

**Pros:** The adjustable screen is brilliant, both for keeping neck strain at bay and for better screen visibility

**Cons:** Screen size makes it a light machine, but the keyboard is rather small and cramped. Performance is also modest

**Verdict:**



## TerraTec NOXON 2 for iPod

[www.terratec.co.uk](http://www.terratec.co.uk)

**£249**

**DAB? THAT'S SO** 21st century. TerraTec's latest audio delight is a snazzy little box which features 10,000 radio stations, FM tuner, USB port and, wait for it, an iPod Docking Station. Did we forget to mention that it connects to your Wireless LAN (802.11b/g), too?

This innovative WLAN audio player is an audio geek's dream. Not only can you connect your iPod for headphones-free playback (and charging), but you can listen to internet podcasts and multi-format (MP3/WMA/AAC+/OGG) audio files from your computer's hard drive.

Thanks to the integrated 2.1 speaker system your music always has a good level of bass and clear treble levels. Yet with all these features, the station is easy to set up and compatible with common WLAN security standards.

A couple of other features blew us away too – its USB host lets you connect externally stored music and hooking up a pair of active speakers to the NOXON's line-out or digital-out ports (optical S/PDIF interface) creates an instant hi-fi.

The gadget can be controlled using the supplied infrared remote control or the device buttons. The display is relatively clear and easy to read, but it is monochrome so doesn't support images. All common music formats are supported and the bundled driver software supports Windows, Mac and Linux. Refreshing!

**Pros:** Internet radio just got a kick up the backside. iPod users will also dig the charging cradle and built-in speaker system

**Cons:** Monochrome screen is boring and lack of 802.11n wi-fi is so yesterday. Also, check out the price. Ouch!

**Verdict:**





# Dell UltraSharp 3007WFP-HC

[www.dell.co.uk](http://www.dell.co.uk)

**£963**

**THE LATEST ADDITION** to Dell's line of flat panel monitors, the UltraSharp 3007WFP-HC raises the bar even higher for multimedia productivity.

Today, most monitors feature colour gamut covering 72 per cent of the NTSC colour space. Dell's new 30-inch monster increases the coverage to 92 per cent of the NTSC colour space utilising a Wide Cold Cathode Fluorescent Lighting (WCCFL) backlight that delivers gamers, photographers and digital-media prosumers highly vibrant and vivid images.

Additional features of the UltraSharp 3007WFP-HC include an eye-watering resolution of 2560 x 1600 (WQXGA), 1000:1 contrast ratio and 8 millisecond typical response time. The height-adjustable stand has the ability to tilt and swivel, designed to eliminate back and head aches. For connection, the model comes with a 9-in-2 media card reader and four USB 2.0 ports.

The only thing you need to worry about is having to get a bigger desk to stop 'eye fry'. Oh, and it'll take you 30 minutes to get the mouse from one edge of the screen to the other! Having said that, Dell could have offered a few more connectivity options (there's just one DVI port) and added a bit more range of motion with the stand. Nevertheless, it's safe to say that this gorgeous new panel lives up to the rather lofty goal of refining the already impressive 3007WFP.

**Pros:** Gorgeous image quality, eye-watering resolution, fast (no video blur), excellent colour range

**Cons:** No onscreen display, minimal connectivity options, needs two graphics cards to drive highest resolution

**Verdict:**



# Sony DAV-IS10

[www.sonymstyle.com](http://www.sonymstyle.com)

**£450**

**DELIVERING BIG SOUND** in a small package, Sony's latest gizmo is sure to whet the whistle of any self-respecting gadget fan. The DAV-IS10 is a 5.1

channel Home Theatre-in-a-box system, featuring five golf-ball-sized speakers. The system, matched with a compact, single disc DVD/CD player and receiver, includes a unique subwoofer that helps the downsized speakers create sounds typically reserved for their larger siblings.

The IS10 delivers superb surround sound in a form that's so small it's perfect for the space-conscious of you out there. It also features Sony's new Bravia Theatre Sync technology, which utilises the HDMI interface to communicate with select Sony Bravia televisions.

The system's compact DVD/CD player can upscale DVDs to 720p or 1080i output when connected via HDMI to a compatible high-definition television. The unit also features touch-sensitive controls, which illuminate and disappear on touch, so you can choose to use these to navigate, or the remote control.

It's also equipped with Sony's Digital Media Port input, making the system compatible with various accessories, including a PC wi-fi client for streaming digital music, a Bluetooth receiver and audio docking stations compatible with select Network Walkman and iPod products.

**Pros:** The smallest HTIB ever. Looks stunning, sounds great. Sugar coating comes in the shape of Digital Cinema Auto Calibration

**Cons:** The compact DVD/CD player doesn't support native HD, plus it doesn't upscale to 1080p

**Verdict:**



**Killer feature**  
Super Range Optical Image Stabilisation, to instantly correct camera shake, even when on the move



## Canon HV20 HD Camcorder

[www.canon.co.uk](http://www.canon.co.uk)

**£800**

**WITH THE MARKET** being inundated with web designers at present, you need to make sure you're always one step ahead. A great way to stand out from the crowd is by producing your own source imagery and video for your creative endeavours. So we thought we'd introduce you to Canon's latest offering in the video market. With the stunning HV20 HD Camcorder, Canon will quickly extend its leadership role in the creation of feature rich, high-quality, High Definition (HD) camcorders for consumers.

Integrating Canon's lush optics and imaging technology, including a 10xHD video zoom lens with Super Range Optical Image Stabilisation and a Canon True HD 1920 x 1080 CMOS Image Sensor, the HV20 HD Camcorder records true 1080 high-definition video, making it an ideal companion to today's HD televisions.

The HV20 HD Camcorder dramatically raises the bar for consumer camcorders and will no doubt be a contender for discerning video enthusiasts. In addition to the HV20 HD Camcorder's horizontal design, it incorporates an array of new features and enhancements that offer users greater creative control. Among the new features is an Advanced Accessory Shoe capable of accommodating such additional components as select external video lights or directional microphones. It also features microphone and headphone input terminals with manual level control for professional-quality audio recording and a 24p Cinema Mode (found previously only on professional video equipment), which offers the frame rate of motion pictures and imparts a film-like look to the video.

For those of us with a slightly unsteady hand, Canon's Super Range Optical Image Stabilisation helps correct camera shake almost instantly, even when the camera is in motion or the zoom is held at a long focal length. Employing both gyro and vector detection methods in order to pick up the widest range of

vibrations, the 'lens shift' type OIS compensates for a greater degree of camera shake, while avoiding the loss of image quality typical in electronic image stabilisation systems. In addition, the OIS system can be engaged to help steady camcorder shake when shooting still images, which aids in photographing fast-moving subjects or in low-light conditions.

As a digital still camera, the HV20 HD Camcorder lets you focus your shots with nine-point autofocus and then take vibrant 3.1-Megapixel images to a miniSD card. While simultaneously recording HD video to tape, the HV20 HD Camcorder can capture 2MP photos to card. Alternatively, these 2MP images can later be extracted from the video itself, allowing you a second chance to snap that once in a lifetime image.

To adapt to different shooting situations, the HV20 HD Camcorder has 11 shooting modes, including Continuous Shooting, which allows you to shoot up to five (3.1-Megapixel) still images per second, as well as a built-in flash for low-light situations. In addition, users can also connect a PictBridge compatible device to the camera for seamless still image transfer or printing. A histogram function is also included on the camcorder, to check exposure levels while shooting.

**Pros:** Great body styling and handling go hand in hand with lovely pictures, more features than you can throw a stick at

**Cons:** Viewfinder is badly positioned and a tad fiddly to use... but this is only 'cos we were forced to moan about something

**Verdict:**





# eCommerce

OUR REGULAR SECTION COVERING THE BUSINESS  
END OF CREATING PROFESSIONAL WEB CONTENT

**THIS  
Month**

**ECOMMERCE EVOLVED** 88  
Why Web 2.0 is changing eBusiness

**CLICKCARTPRO GUIDE** 92  
Another look at this eShop builder

**HOSTING LISTINGS** 98  
The packages you'll need to go live

## Recruitment driving

LEADING UK DESIGN AGENCY INTENDS TO DOUBLE ITS WORKFORCE IN THE NEXT SIX MONTHS WITH AN EXCITING SEARCH FOR CREATIVE TALENT

**IT'S THE DREAM SCENARIO** from one of those Eighties flicks, probably starring Michael J Fox. You're a hotshot web slinger trying to make it big in the cutthroat world of online design – and suddenly some big cheese decides to give you a chance to impress. Great, but does it ever really happen like that?

Well, the answer is a resounding YES, because one of the UK's biggest and most-respected agencies is set to give one lucky individual the opportunity to become an apprentice that Alan Sugar would be proud of. South Devon's Createanet – whose high-profile client base includes movie studios such as Lions Gate Films – is undergoing a six-month recruitment drive to significantly add staff to its ten-person team. With a strong sense for the local community, managing director Kevin King is not only appealing for experienced applicants, but also any enthusiastic young people who want the ability to kick-start a career doing something they love. "I want to encourage real computer enthusiasts to think about launching into a career in website design and I'm offering them a once in a lifetime opportunity to work for a company with high profile clients from all over the world. It's not about experience, it's about enthusiasm. Applicants will need to be keen, highly motivated and willing to learn. We're looking for a creative spark. We want to build that into a flame."

Those looking to fill the more advanced openings for designers and engineers will need to be pretty clued up however. Knowledge of cutting-edge disciplines such as AJAX,

PHP/MySQL, HTML/CSS, Flash, SEO, eCommerce, and online marketing will be essential. If you feel you've got what it takes then get down to Createanet HQ in Torbay, or check out the Work For Us section of their very nice website at [www.createanet.co.uk](http://www.createanet.co.uk).



*Just think – it could be your great work proudly adorning Createanet's portfolio site if you successfully land an exclusive apprenticeship*

## Privacy seems to pay big

LATEST FINDINGS SUGGEST THAT ECUSTOMERS WON'T SCRIMP WHEN IT COMES TO MAKING SURE THEIR PERSONAL AND BANKING DETAILS ARE KEPT SAFE

**SHOPPING ONLINE** isn't without its hazards, let's face it. However, most of us will try to offset the well-publicised risks against the considerable benefits that it brings in terms of choice and convenience.

Giving people the ability to shop from their desktops at any hour, from anywhere around the globe, is a major application for the web and represents huge business. The threat of transaction details such as credit card numbers, names and contact addresses being stolen and used fraudulently clearly does still represent enough worry to make the paying public wary. Just think, have you ever clicked through to a seemingly unsecured checkout and decided to make an empty-handed dash for the exit? Well, you won't be alone if a new study from Carnegie Mellon is to be believed. The results indicate that web shoppers are prepared to pay a premium on their goods to ensure that the transaction appears heavily protected.

More importantly, it focuses on possible information leaks between firms and the idea that vendors may pass on customer information for marketing purposes. Seventy-two people were observed to see how their behaviour altered when equipped with a tool that told them how good a site's privacy policy was. The majority seemed more satisfied with paying as much as 30 pence extra on goods averaging around £7 from those online stores that wouldn't be so frivolous with their data. The exercise was intended to evaluate a new system called the Platform for Privacy Preferences (P3P) from the World Wide Web Consortium. It attempts to provide users

with easier access to how their information might be used once submitted and give consistent feedback that will enable shoppers to instantly make better decisions. At present the tool is only being implemented by 20 per cent of renowned eCommerce sites, perhaps in recognition of the fact that honesty on such a touchy subject could turn customers off.

On the flip side, it also makes a big case for those retailers who do genuinely exercise a high level of care over handling of shopper information to really shout about it much more. With the promise that a trustworthy service could carry a premium price tag, it seems a no-brainer for businesses to wake up and smell the coffee. [www.cmu.edu](http://www.cmu.edu)



*If you're worried about where your details go once they've been submitted, then you're definitely not alone...*

# eCommerce

## eCommerce

## Web 2.0

### The Web 2.0 paradigm is impacting on every aspect of the internet. Dave Howell asks if the commercialisation of Web 2.0 is the dawn of eCommerce 2.0?

**ASK TEN DIFFERENT** business managers to define what Web 2.0 means to them and you'll invariably get ten different answers. Web 2.0 is hailed as the next evolutionary stage of the internet, but what this actually means to business however is still open to debate.

"The eCommerce toolkit of tomorrow will be all about intelligence gathered from a multitude of sources," says Jim Boulton, managing director, Large Design ([www.largedesign.com](http://www.largedesign.com)). "It won't be about dropping a cookie on your machine and seeing what pages you viewed on a previous visit. It'll be about synchronising your PC with your phone, your viewing habits and the contents of your fridge! It'll be about delivering what you're interested in, when you're interested in it. The way we shop will fundamentally change, it will be about filtering out what you don't want, rather than finding what you do want."

The key aspect of the Web 2.0 paradigm for business is that it moves the focus increasingly towards a business's customers. They will interact and create content for the web-based businesses they patronise in ever-increasing numbers. Added to this mix is a move away from traditional desktop applications. In the world of Web 2.0, everything exists online. Content is created, manipulated, stored, shared and sold via the internet browser.

#### Future commerce

The internet as a commercial space is still very new. Many businesses continue to struggle with their online revenue models. What many people appear to be

overlooking at present is the fact that Web 2.0 adds much more than simply social networking to the mix. The concept of Web 2.0 moves eCommerce onto another plane, where business and consumers have an almost symbiotic relationship. "I think that the products they offer will have to become diverse in order to compete," describes Margaret Manning, CEO, Reading Room

([www.readingroom.com](http://www.readingroom.com)). "In a business context, Web 2.0 represents simple, easy-to-use web applications, utilising technology to present a more desktop-style product. While the power and sophistication of the applications easily rivals traditional desktop products, there is a much heavier emphasis placed on usability, focusing on simple user interfaces with clean uncluttered design. I expect hosted eCommerce solutions to look to adopt this model over the next few years. In fact, I expect that the more forward-thinking of them already have."

One area that has received little attention as the juggernaut that is Web 2.0 powers into the future, is an area that really can't afford to be overlooked for much longer. The security issues that social networking can bring needs to be pushed into the limelight. New research from content security specialist Clearswift, found more than a quarter of young British office workers are spending three or more hours a week on Web 2.0 social networking sites when at work. Sites such as YouTube, MySpace and blogs were among the most used, with a massive 42 per cent of young office workers discussing work-related issues on those sites. The survey which polled more than one thousand business employees, illustrates how widely Web 2.0 social communication is used for chatting about work among workers aged 18-29. The findings therefore signal the potential risk for leakage of confidential company or government information occurring.

"It's clear from the research that organisations need to take a closer look at the social media sites that their employees are using at work, to ensure sensitive business issues or information is not being discussed," says Clearswift's chief operating officer, Ian Bowles. "However, this is not to say that Web 2.0 technologies are always detrimental to business. Finding the balance between harnessing so-called 'Web 2.0' technologies for business benefits and maintaining strong security is the key issue here. For example, it isn't difficult to envisage an employee posting unauthorised comments about their organisation's product or service quality issues on a blog – causing major brand damage – but at the same time, banning all blog access is not the answer as it cuts the organisation off from conversations with partners and customers," he says.



Creative agency Large Design are already delivering next-generation eCommerce solutions for an elite client list that includes Siemens

Katie Gotzen, industry analyst at Frost & Sullivan also adds to this train of thought: "While most organisations have woken up to the security risks with email traffic, this awareness is not always extended to the bi-directional communications that are common in Web 2.0. Yet, social networking sites and blogs carry an even greater risk for data leakage and brand damage than email, because anyone can potentially access them."

While data leakage via employees is a primary concern, it's not the only one. Malware writers have recently begun targeting social networking sites to distribute their handiwork. For example, MySpace has been targeted with specific malware with variants of the Zlob Trojan appearing and altering users' pages, while Trojans such as 'Trojan.mespaam' which manipulate IP traffic, highlight the shape of things to come.

"We're urging businesses to take a sensible approach to the risks posed by social media sites. In today's competitive environment, businesses cannot simply lock down access to Web 2.0 services – instead, they must harness sophisticated content security solutions to protect themselves, without preventing the business from enjoying the benefits of Web 2.0," says Bowles.

## Customer focus

So which businesses are embracing the brave new world of Web 2.0? New web-based applications are now challenging the foundation of desktop applications. Flickr ([www.flickr.com](http://www.flickr.com)) takes photo storage and blogging to new levels. Box ([www.box.net](http://www.box.net)) enables you to store your digital files online and reach them any time you like. Writely ([www.writely.com](http://www.writely.com)) is in effect a full-featured word processor you access via your browser. Writely is now part of Google's empire, which also has an Outlook-beating email program with Gmail and an Excel-like spreadsheet all accessible online. You could also try AjaxWrite ([www.ajaxwrite.com](http://www.ajaxwrite.com)) or ZohoWriter ([www.zohowriter.com](http://www.zohowriter.com)). Backpackit ([www.backpackit.com](http://www.backpackit.com)), Basecamp ([www.basecamp.com](http://www.basecamp.com)), Writeboard ([www.writeboard.com](http://www.writeboard.com)) and Ta-da List ([www.tadalist.com](http://www.tadalist.com)) all come from one innovative company that's placing a number of desktop utilities online.

From a customer's perspective, Web 2.0 empowers them to do much more when they're online. Previously, the web was a passive environment. With the Web 2.0 paradigm in force, all this has changed. Interaction, opinion and original content come together into the social spaces that Web 2.0 has spawned. These spaces are not altruistic, but can be commercialised if the businesses that move into these environments understand what the consumer expects. They may come to a site for a social event, but they'll equally be open to direct marketing that understands their values and offers real benefit with the goods and services that are for sale.

Ultimately, if your business wishes to enter the Web 2.0 space – and not all business will want to or indeed should do – as with any new commercial space, you must look closely at your business's offering. Ask yourself if your business really suits Web 2.0. If not, be honest with yourself, don't try and ride the bandwagon with goods and services that simply don't fit into this space. This will undoubtedly have a negative effect on your business. Steve Burnard, business development manager for Web, Adobe Systems says: "One term I think is apt is 'engagement'. By this I mean making the user experience more enjoyable and connecting to that person on various levels through various senses and emotions.



Many of us view the Web 2.0 boom as being about moving desktop applications onto the online domain

Ultimately, this strengthens brand loyalty, but goes beyond this to where people feel so connected that it influences purchasing decisions, which for any business is the ultimate goal."

## On demand commerce

So far, the businesses that have embraced Web 2.0 share common foundations. The youth market is clearly a leading component of many Web 2.0 businesses that are in existence today. Social networking continues to set the web alight, but other businesses are also looking closely at these sites and comparing them to their existing business models.

Software vendors and service leaders that rely on installed desktop applications are beginning to see a shift away from the desktop as a metaphor. One of the key drivers of this development is the increased mobility of a population that now has almost ubiquitous access to broadband services. Accessing social networking sites and a wider range of Web 2.0 enabled eCommerce platforms is increasingly becoming mobile. "The move by a player like Microsoft from traditional purchase and install, to Software as a Service (SaaS) model is being forced by companies like Salesforce, NetSuite and, of course, Google", says Andrew Davies, director, True Clarity ([www.trueclarity.co.uk](http://www.trueclarity.co.uk)).

Amy Schade a usability specialist at Nielsen Norman Group comments: "A big opportunity for Web 2.0 as it relates to eCommerce is in the winnowing of products to meet users' needs. Many sites provide users with options to focus their search results or to limit the products viewed on a page by various criteria. There's an opportunity for Web 2.0 changes to enhance these experiences."

Businesses that are seeing Web 2.0 increasingly moving into their space need to ask themselves how the threads that make up the Web 2.0 paradigm will eventually become Business 2.0. The move away from the desktop and into the webtop is typified by the evolution of Google. It now has a fantastically successful search service, but has added a word processor, email, a spreadsheet and calendar. All these applications can be accessed from any browser, on any PC from any location.

Jim Boulton at Large Design concludes by saying: "eCommerce 2.0 is just the web working well – we're now dealing with educated buyers who have remembered the concept of ROI – the internet as a viable business channel is in its infancy. The internet of tomorrow will be all encompassing and as invisible and universal as electricity. The current thinking is that Web 2.0 moves

away from the desktop and onto the internet, but I think it's actually the other way round – the internet will become your desktop, TV, phone, your hi-fi and record collection, photo album, your life history and everything else. This wealth of information means I can get whatever I want from wherever I want and my computer knows it before I do!"

Over the last two years, Web 2.0 has been hyped as the next big thing for the internet. Simply reading *Web Designer* every month will have told you that much! Businesses already in the social networking space have readily embraced Web 2.0, but it's the wider business community that's struggling to fit their existing business models into this new commercial landscape. What's clear though from this brief delve into the eCommerce realm of Web 2.0, is that Web 2.0 offers a new set of tools that your business may need to master and be aware of, if it's to stay sustainable over the long-term.

## Security and Web 2.0

The recent survey by Clearswift clearly indicates that your business must have a robust security policy to combat any malicious use of Web 2.0 sites that could impact on your business's performance. The survey highlights include the following:

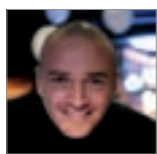
- 71 per cent of office workers aged 18-29 access Web 2.0 internet sites at least 'a few times a week'. One in three (39 per cent) access them several times a day.
- 27 per cent of office workers aged 18-29 spend three or more hours a week using and accessing Web 2.0 sites when at work.
- 42 per cent of office workers aged 18-29 have discussed work-related issues on social media websites.
- 59 per cent of office workers aged 18-29 believed that employees should be entitled to access Web 2.0 internet content from their work computer for personal reasons, compared to 38 per cent of employees aged 30-plus.



Helpful sites such as Ta-da List could suggest a multitude of more powerful Web 2.0 eCommerce solutions later on

## Embracing eCommerce: How to convince the small business

By Ditlev Bredahl, managing director, UK2



FOR THE HUNDREDS OF THOUSANDS OF SMALL BUSINESSES IN THE UK THERE ARE MANY CHOICES TO BE MADE ABOUT TRADING ONLINE. THE FIRST AND MOST IMPORTANT OF COURSE BEING WHETHER TO DO IT!

Over the past few years the small business economy has evolved considerably and is now thriving, with some of this evolution resulting from developments in web hosting. In addition, small businesses that were once unable to even contemplate having an eCommerce solution are now beginning to recognise the return on investment that can be achieved from trading online.

However, despite a nationwide Government campaign in the early part of the decade, many small businesses are still reluctant to make the jump from marketing online to trading online, due to the perception of numerous problems and risks.

These perceived problems and risks have been blamed for the slow take-up of eCommerce and are usually down to a lack of awareness within small businesses about the operation of an eCommerce solution. Increased support in the form of specialist eConsultancies and eAgencies has proved to be a real asset, but despite these resources being available, there's still unwillingness among small businesses to buy in external support. This leaves web developers to design eCommerce solutions that provide a low risk, affordable alternative.

A less expensive and considerably easier approach has been for small businesses to adopt existing online marketplaces such as eBay, or use web payment systems such as PayPal and the new Google Checkout. With these alternatives, the potential business growth for small businesses in the UK has never been greater, yet there's still anxiety associated with trading online.

It's the need for simplicity, functionality, security and choice that has encouraged the development of the range of eCommerce packages on offer from companies like UK2. We listened to business owners who were eager, yet nervous, to embrace the eCommerce world and have developed an affordable, user friendly package that combines functionality with

aesthetics to provide small businesses with the tools and support to launch their online shop in record time. At UK2, we believe that the success of an eCommerce solution is down to the following few fundamental features, which business managers will consider and compare in order to choose the right package:

### Pricing:

Cost effectiveness has always and will always play a key role in small business decision making. With many owner/managers still unsure about the potential of trading online, packages such as ours provide an almost risk-free platform from which to progress. A free trial option followed by a minimal monthly service charge allows businesses to launch online without significant financial or technological investment.

### Integration:

It's crucial that small businesses are aware of and reassured that the impact on current business operations will be limited during the initial integration of an eCommerce solution. Quick setup is also key.

### Flexibility:

The ability to upload an unlimited product range, as well as offering multiple delivery and secure payment options is extremely attractive. This ensures that the eCommerce solution is flexible and scalable – key features which will allow businesses to widen their target audience and expand growth.

### Customisation:

Competitively priced packages often have a similar feature set, but few offer a completely customisable interface. It's this customisation, which means integration with a supporting marketing website, that offers small businesses and their end customers a seamless online experience.

### Reporting:

With the explosion in the social media field, it's essential that small businesses have built-in reporting functionality available with their eCommerce solution. This provides the ability to collect additional customer information throughout the payment process, to provide even greater management information back to the business.

### Marketing:

Built-in marketing tools allow for the quick and effective execution of tactical marketing such as newsletters, promotions and offers. All of which are supported by the flexible and customisable payment options in the back end interface.

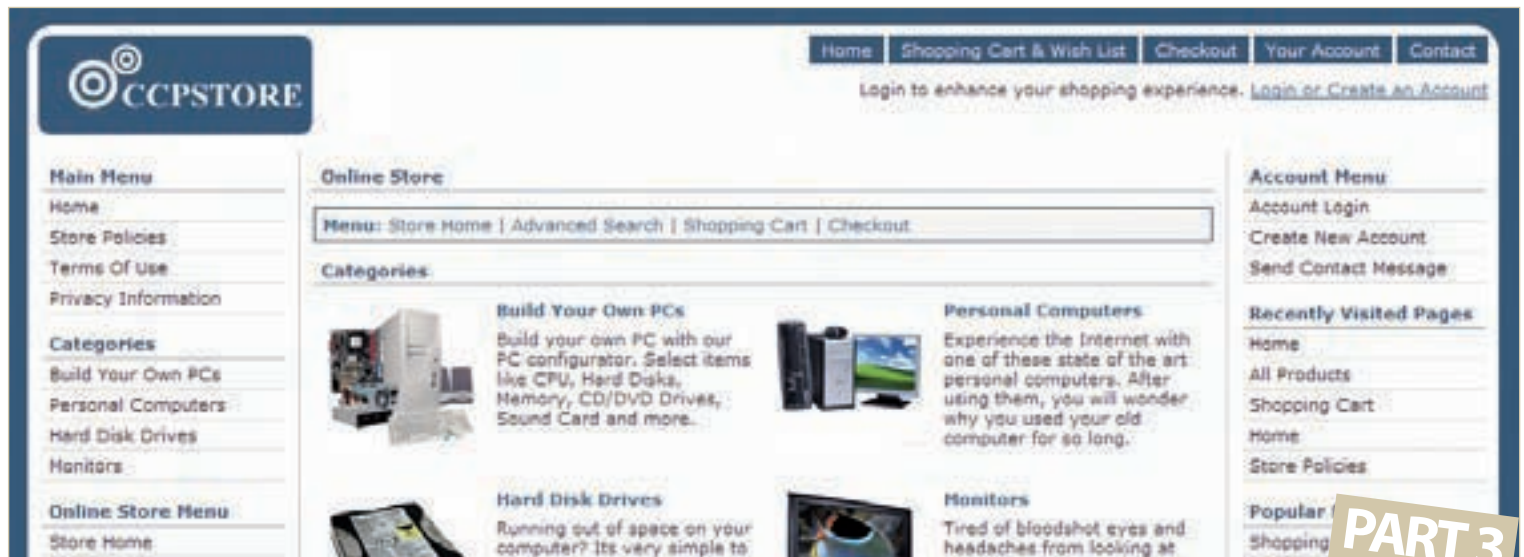
### Security:

Last but not least, a small business needs a guarantee that the payment mechanism is secure, hassle free and without delay. This is where a company's reputation comes into play and where integration with well known and respected online merchants such as PayPal, WorldPay and Google Checkout provides confidence and trust.

It will be interesting to follow the progression and take up of eCommerce solutions in the small business marketplace in the short and long term and we can only speculate as to the extent of the future impact and potential. However, we at UK2 believe that eCommerce will undoubtedly provide small businesses with the ability to reach customers across the globe and make a significant expansion in the small business economy.

To support this UK2 intends to continue innovating and providing new web hosting and eCommerce possibilities for all customers, but particularly to encourage business growth in the vital and often under represented small business sector of the economy.

# eCommerce



THE BRIEF

ON THE CD

Tutorial files:  
CCP6\_Skin

TUTORIAL OBJECTIVE

Complete the ClickCartPro 6 store setup

TIME REQUIRED

1 hour

SKILL LEVEL

## Get your ClickCartPro 6 store up and running

THIS IS THE THIRD PART OF A SERIES OF TUTORIALS ON GETTING TO KNOW CLICKCARTPRO 6, HERE WE COMPLETE THE STORE SETUP

IN PART THREE of our guide to ClickCartPro 6, we complete the store setup so that your website can start trading. Over the next couple of pages we'll be looking at updating ClickCartPro 6 and one of the new features included in the software.

We will configure the store to use the Royal Mail delivery costs and select the Royal Mail services your customers can choose from. We'll also set up the store to take credit and debit

card payments via the Protix payment gateway. We'll also be considering how to start marketing and enable the powerful search-engine-friendly functionality of ClickCartPro 6.

If you've missed the previous parts of this series, the new version of ClickCartPro has been completely re-designed from the ground up using the feedback from the customer base and is now coded in PHP. It produces 100 per cent valid standards compliant XHTML 1.0 strict and CSS display.



### 01 Check for updates

The ClickCartPro is updated with new features from time to time, a major update was released at the end of May. If you've subscribed to the 'Product news and updates' you will receive notification. The updates are also shown on the CCP6 UK/EU online support forum.



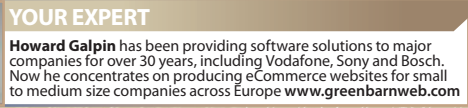
### 02 Running updates

The online forum will have complete details of the changes, together with instructions on how to update. You'll need to re-run the installer script following the instructions on the forum. On some, you'll also need to run some commands within the ClickCartPro admin panel.



### 03 Multi-image products

One of the features added in the update in May was the ability to define multiple images for the product into large and extra large images. Upload the images provided to the correct media folder. In the Flatscreen PC product add: 'DESKTOP1002-1.png' to the Large and Extra Large Image.



**Howard Galpin** has been providing software solutions to major companies for over 30 years, including Vodafone, Sony and Bosch. Now he concentrates on producing eCommerce websites for small to medium size companies across Europe [www.greenbarnweb.com](http://www.greenbarnweb.com)



To download the latest Royal Mail table, you need to visit the support section of [www.clickcartpro.co.uk](http://www.clickcartpro.co.uk) and click the Free Download link. All the free resources available for ClickCartPro are here, like data importer scripts and tables for the User Defined Shipping option.



To install tables, use the Krypton Hybrid X Core Database Raw. Next to the gbu0\_shipuser table, click the Importer link. Browse for the first gbu0\_shipuser.csv file, click Submit. Repeat that for all the gbu0\_shipuser files and use the same method for the table gbu0\_shipusersel.



To configure the Royal Mail services you want to offer, go to the Shipping section, then Manage User Defined Shipping Methods. You can select which methods are shown to the customer by changing the active status and the order shown via the Item Sort Order field.

# eCommerce

| Delivery Method Selection  |  |
|--|--|
| <b>Delivery Method*</b><br>This is the delivery method for the product. This product can be a manual or download (not for sale in the US). Select the delivery method for this product. If a product is a download, a custom shipping method is required. Select the delivery method for this product below. |  |
| Use Custom Shipping Method <input type="checkbox"/>  |  |
| Delivery Specifics Fields  |  |
| <b>Weight and Custom Item Length*</b><br>This field is used for the Shipping Carrier's delivery type. Enter a weight for this item. This dimension should be entered in inches (IN) or centimeters (CM) depending on the global dimension setting selected in Shipping Settings.                             | <b>Weight and Custom Item Length*</b><br>This field is used for the Shipping Carrier's delivery type. Enter a weight for this item. This dimension should be entered in inches (IN) or centimeters (CM) depending on the global dimension setting selected in Shipping Settings. |
| Weight <input type="text"/>  | Weight <input type="text"/>  |
| <b>Weight and Custom Item Height*</b><br>This field is used for the Shipping Carrier's delivery type. Enter a height for this item. This dimension should be entered in inches (IN) or centimeters (CM) depending on the global dimension setting selected in Shipping Settings.                             | <b>Weight and Custom Item Height*</b><br>This field is used for the Shipping Carrier's delivery type. Enter a height for this item. This dimension should be entered in inches (IN) or centimeters (CM) depending on the global dimension setting selected in Shipping Settings. |
| Height <input type="text"/>  | Height <input type="text"/>  |

## 07 Configure products

We have to configure each product to use the User Defined Shipping method. Go to the Manage Online Store Products section and change the delivery method to User Defined Shipping Method and the length, width, height and weight to the correct values.

|  |   |
|--|---|
| <b>Delivery Information</b><br>Delivery options are presented below. Be sure to double your delivery information to ensure<br>with the correct delivery address.<br>Deliver all items to a different address.<br>Deliver items to multiple addresses.  |   |
| <b>0.1 OR PURCHASE Item</b><br>Quantity: 1   | <b>Delivery Address</b><br>Howard Gilson<br>11 Teah Road<br>New City, Texas 75004-1000<br>US - England & more |
| <b>Delivery Method Selection*</b><br><input type="checkbox"/> New (New Large Letter - \$5.00)<br><input type="checkbox"/> New (New Respected Large Letter - \$5.00)<br><input type="checkbox"/> Standard Parcel - \$3.00<br><input type="checkbox"/> Special Delivery Mail (Day - \$4.75)<br><input type="checkbox"/> Standard Parcel (Overnight - \$4.00) |   |
| <b>0.1 OR PURCHASE Item</b><br>Quantity: 1   | <b>Delivery Address</b><br>Howard Gilson<br>11 Teah Road<br>New City, Texas 75004-1000<br>United States       |
| <b>Delivery Method Selection*</b>  |   |

## 08 Test shipping

To test this, add a couple of products to the cart and go to the checkout. Under the Delivery Information click the link to Deliver items to multiple addresses. This allows you to add addresses and pick the delivery address per row in the shopping cart. You can see the delivery cost per address.

|   |  |  |
|---|--|--|
| <p><b>Referencing URL String*</b></p> <p>The referring URL string contains text that must be contained in the referring URL for orders to be accepted using this gateway. Typically this string is set to an application script name or processor domain name.</p> <p><input type="text" value="prts"/></p>                 |  | <p><b>Transaction Key</b></p> <p>Some gateways require a key, hash or password. This gateway requires a password. Enter a transaction key in AJM and SDM, ECHO and FirstPay.</p> <p><input type="text"/></p> |
| <p><b>Gateway User/Store ID*</b></p> <p>For gateways that require the use of a user id or store number, enter that here. Any additional information to be entered for your account (example: VeriSign Partner ID) is entered directly in the Form Display Code section.</p> <p><input type="text" value="Vendor Name"/></p> |  |  |

## 09 Add Protx payment

Add the payment gateway Protx to enable card payments. Go to the Commerce section, Manage Processing Gateways>Update Protx payment form. Set active status True, Gateway User/Store ID to your Protx vendor name and a Transaction Key/Password Protx password.




You have just entered the Protx secure server, you can check the security of this site by clicking the padlock next to the address bar or on the bottom right corner (warning) of your browser window.

**IMPORTANT: THIS IS A TEST ENVIRONMENT. DO NOT ENTER YOUR CARD OR DETAILS UNLESS YOU ARE TESTING A PROTX INTEGRATION.**

To Pay For:      Order Ref:

Amount:          £22.24 GBP

**Enter Card Details**

Please enter your card details below and click proceed to submit your payment. Fields marked with \* are mandatory.

|                  |                      |                        |
|------------------|----------------------|------------------------|
| Card Number*     | <input type="text"/> | (enter without spaces) |
| Payment method*  | <input type="text"/> |                        |
| Cardholder Name* | <input type="text"/> | Name as it appears on  |

## 10 Test payment

To test the payment gateway, add products and proceed to the checkout. At the checkout select to purchase using your credit or debit card. After you have reviewed the order click Continue. This takes you to the Protux test server that allows you to enter test card no 4111111111111111.

**Bestows Gaming PC**  
Includes the NEW SoundBlaster Audio GAMER w/Free expandable Tower chassis, ultra fast ATA100 hard drive, fast GeForce3 video, and Cyber Acoustic Speakers.  
Regularly: ~~\$2,999.00~~  
On Sale: **\$1,899.99**

**Basic Gaming PC**  
This is the ultimate gamers paradise. Designed for max. gameplay with GeForce2 video.  
Price: **\$1,899.99**

**80 GB IDE Hard Disk**  
The U Series family of disk drives is now available in 80 to 80 Gbytes. This generation of U Series drives offers a combination of speed and reliability.  
Price: **\$139.99**

## 11 Add card logos

Go to Displays>Manage Display Skin>Update E-Commerce Skin. Use Upload to add the 'card-logo.gif' file then update the skin.php to add this line just below the right menus:

```

```

```
Form Display Code
```

**Form Display Code\***

The PHP code entered here is used to set up the XHTML form used to process data in this display should be based on the XHTML Includes used by this software. This display should be written as standards compliant XHTML.

```
<< --  
// : Set up the signon array;  
// ---  
  
$signon = array('url' => "http://www.php.net/cgi-bin/  
            'hostname' => "localhost",  
            'title' => array());  
  
// ---  
// : Create the Sign On Hash Field.  
// ---  
  
/** Build the signon string placement **/  
$servZ = "VendorToIndex" . $servC["index"]['id'] . "&"  
$servZ .= "&source" . $GLOBALS["base"]['contentid'] . "&"  
$servZ .= "&idimage" . $GLOBALS["base"]["id_image"] . "&"
```

## 12 Live payment

When Protx has set your account live, you need to change the integration to the live account. Go to Commerce>Manage Processing Gateways>Update Protx payment form. In the form display code change: 'ukvpstest' to 'ukvps', keep the rest the same.

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^khxc/(.*)-(.*)/(.*)\.html khxc/
index.php?app=$1&ns=$2&ref=$3 [L, PT]
```

## 13 htaccess file

To use the built-in search-engine-friendly capacity you'll need to use a '.htaccess' file to control the rewrite rules for the website. You'll normally need to use the web host control panel file browser as this file isn't always accessible by ftp. Add the lines shown above.

[illegible]

## 14 Enable SEO

In the Krypton Hybrid X Core you need to enable the SEO application setting. The store front will know to use SEO links for customers if that's possible. For search engine spiders it'll always display SEO links and it'll also suppress all cache control headers and cookie headers.


**CCPSTORE**

[Home](#)
[Shopping Cart](#)

[Main Menu](#)  
[Home](#)  
[Store Policies](#)  
[Terms Of Use](#)  
[Privacy Information](#)

**Categories**  
[Build Your Own PCs](#)  
[Personal Computers](#)  
[Hard Disk Drives](#)  
[Monitors](#)  
[Online Store Help](#)

**All Products**  
[Home: Store Home | Advanced Search | Site Checklist](#)  
**Name**  
[Sort By: Default | Name \[+/-\] | Price \[+/-\]](#)  
[Default](#)



**Professional PC:**  
Designed around the best professional, we have the essentials. All components and top-of-the-line.  
**Price: \$999.99**

## 15 Ready to sell

You now need to market your new website. The first step is to submit it to all the major search engines. You also need to have a budget for marketing so that you can advertise your site. You need to consider where your core customer would look for your type of product and advertise there.



# eCommerce gallery

A website that boasts being able to deliver the maximum Las Vegas experience, needs to put its money where its mouth is and deliver the maximum user experience

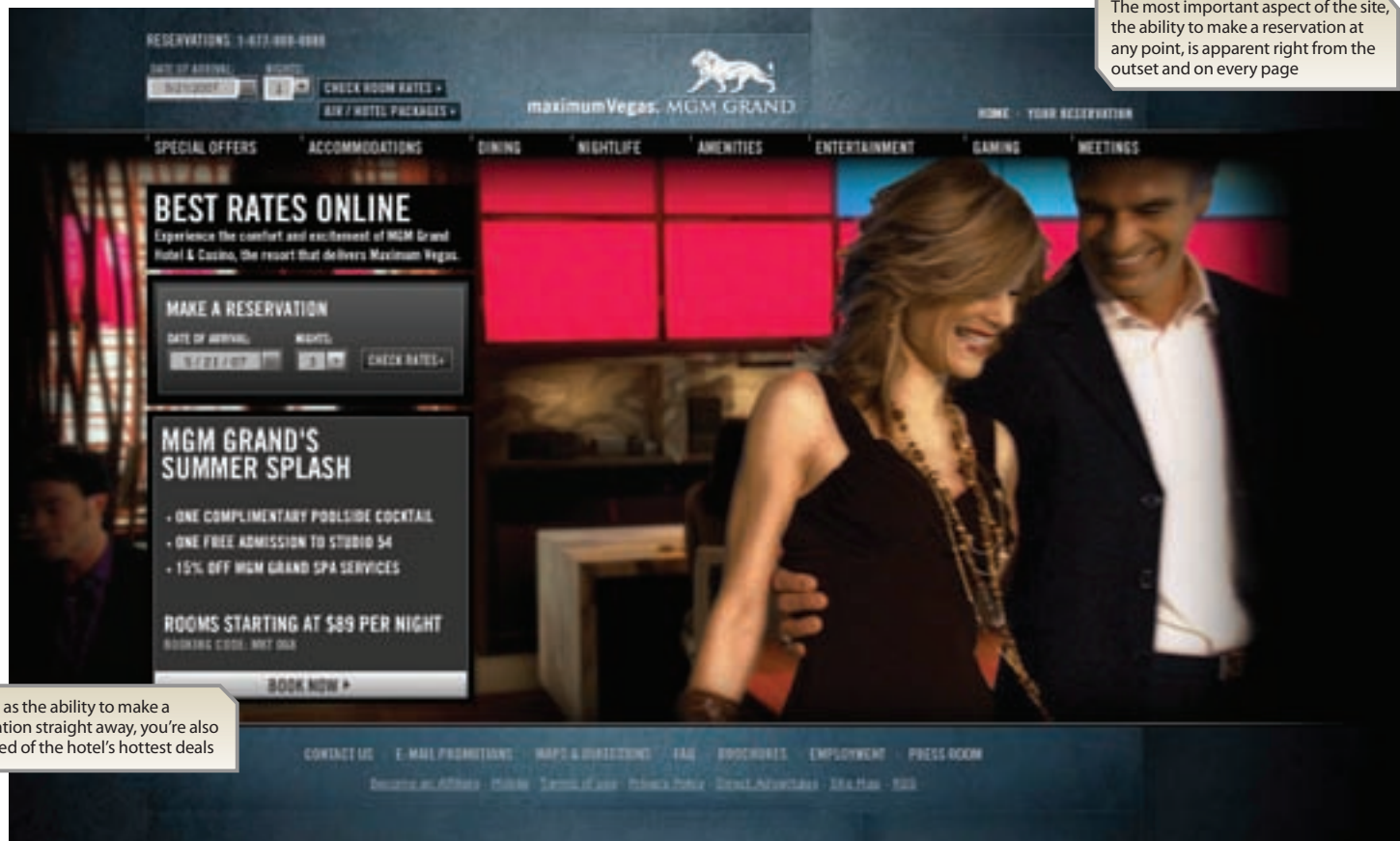
## Pure class online www.mgmgrand.com

WHERE WOULD YOU go in order to find an award-winning website that screams luxury, combined with stylish design and effortless usability? Well, by visiting this website you'll be very close to the mark, if not on it. The MGM Grand Hotel and Casino, Las Vegas has everything you would expect from a website that has certainly had the bank thrown at it to open its marble floors online. Created by Diesel Marketing, its design is pure class and its layout is tighter than a mermaid's brassier, with no cheap or tacky gimmicks to gain your attention anywhere to be seen.

Instead, you're witness to a highly passionate and professional piece of web design. This comes complete with a navigation system of clarity that doesn't lose sight of its main task of advertising luxury. Every page, from accommodation and dining to nightlife and entertainment that you click through, playfully teases you to make that all-important (and expensive) reservation. The photography has been carefully selected to give the right ambience and create the impression of quality, with detailed and varied information embedded in each page.



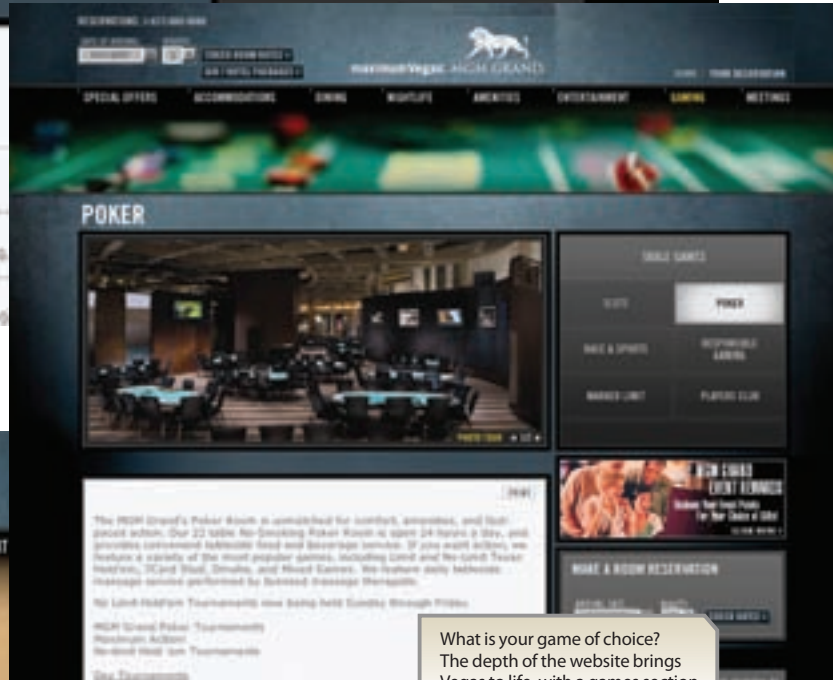
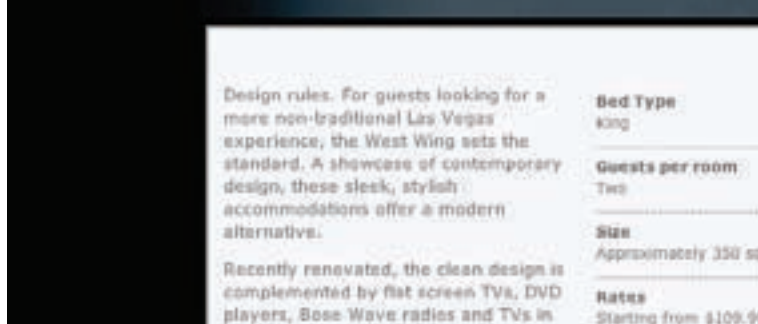
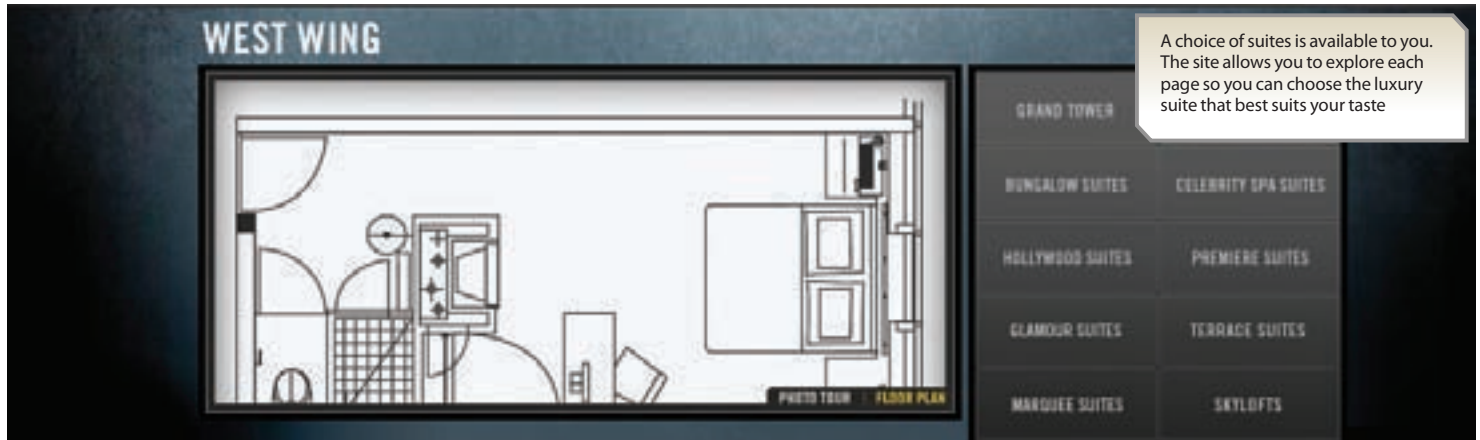
By getting in among the deeper pages, you can navigate to the photo tours and floor plans of the suites available to you



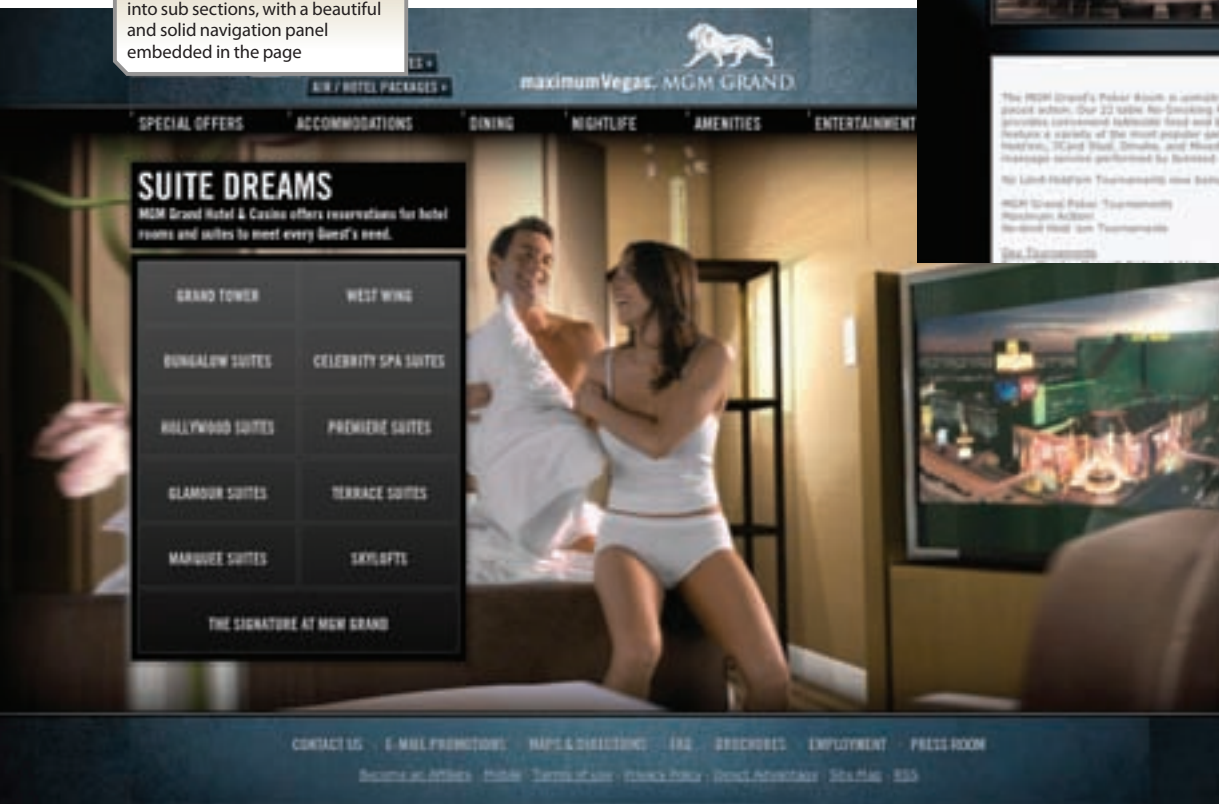
The most important aspect of the site, the ability to make a reservation at any point, is apparent right from the outset and on every page

As well as the ability to make a reservation straight away, you're also informed of the hotel's hottest deals

“Its design is pure class and its layout is tighter than a mermaid’s brassiere”



Each section is carefully separated into sub sections, with a beautiful and solid navigation panel embedded in the page



## VERDICT

Mgmgrand.com

A pure source of inspiration, this site purrs quality like a Persian cat in some silk pyjamas. If you actually make it to Vegas though, remember there is life outside the hotel!

# WEB HOSTING guide

## KEEP AN EYE ON THE LATEST WEB PACKAGES AND DEALS WITH OUR COMPREHENSIVE LIST OF ISPS

IT MAY WELL be the last thing on a designer's mind as they put those final touches of inspiration into a hot new online project, but web hosting is a pretty important concern.

If you want people to enjoy and appreciate your hard work, then it will need a spot on the web to call home. Many clients will also expect to find it. In all honesty, the choice can be slightly bewildering thanks to the sheer amount on offer and the technical jargon used to describe the many deals

available. That's why our new-look eCommerce hosting pages not only list the attributes of the best packages money can buy, but now come complete with a quick-draw guide to what it all means.

Each month we'll be picking out a couple of the featured companies and going into more detail about why we'd recommend them, while encouraging the industry itself to keep us informed of the very latest offers. If you love your ISP, let us know at [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk).

In association with [fasthosts.co.uk](http://fasthosts.co.uk)



Our web hosting guide is brought to you in association with Fasthosts, the UK's leading reseller web hosting provider.



- Unlimited websites
- Unlimited bandwidth
- Unlimited web space

- Use your own brand throughout
- 24/7 expert UK based support
- No risk trial – 3 months free

### WE WANT THE LATEST DEALS!

We don't always have the chance to keep track of package or price changes as they happen and packages often change after we go to print – so we're relying on you! If you're a hosting company and want to update us on the very latest listings, or would like to investigate ways of promoting your services via these pages, email [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk).

| NAME AND URL  | PACKAGE                    | PHONE NUMBER  | COST PER YEAR  | WEB SPACE | MONTHLY BANDWIDTH | POP3 ACCOUNTS | FRONTPAGE EXTENSIONS | DATABASE SUPPORT | SHOPPING CART | VIRUS FILTER | FIREWALL | PHONE SUPPORT | EMAIL SUPPORT | WEB CONTROL PANEL | SERVICE LEVEL AGREEMENT |
|---|----------------------------|---------------|----------------|-----------|-------------------|---------------|----------------------|------------------|---------------|--------------|----------|---------------|---------------|-------------------|-------------------------|
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Home (Linux)               | 0870 850 3305 | £59.88         | 800MB     | 10GB              | 300           | X                    | X                | X             | ✓            | X        | ✓             | ✓             | ✓                 | X                       |
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Home (MS)                  | 0870 850 3305 | £71.88         | 800MB     | 10GB              | 300           | ✓                    | X                | X             | ✓            | X        | ✓             | ✓             | ✓                 | X                       |
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Business (Linux)           | 0870 850 3305 | £107.88        | 2.5GB     | 20GB              | 700           | X                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Business (MS)              | 0870 850 3305 | £119.88        | 2.5GB     | 20GB              | 700           | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Professional (Linux)       | 0870 850 3305 | £179.88        | 6GB       | 50GB              | 1,500         | X                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 1&1 ( <a href="http://www.1and1.co.uk">www.1and1.co.uk</a> )  | Professional (MS)          | 0870 850 3305 | £203.88        | 6GB       | 50GB              | 1,500         | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 123 reg ( <a href="http://www.123-reg.co.uk">www.123-reg.co.uk</a> )  | Starter                    | 0900 112 2123 | £19.08         | 100MB     | 1.5GB             | 15            | X                    | X                | X             | X            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 123 reg ( <a href="http://www.123-reg.co.uk">www.123-reg.co.uk</a> )  | Starter Plus               | 0900 112 2123 | £35.88         | 250MB     | 3GB               | 25            | X                    | X                | X             | X            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 123-reg ( <a href="http://www.123-reg.co.uk">www.123-reg.co.uk</a> )  | Starter Pro                | 0900 112 2123 | £47.88         | 500MB     | 5GB               | 35            | X                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 2020Media ( <a href="http://www.2020media.com">www.2020media.com</a> )                                      | Everyday                   | 0845 166 7456 | £100           | 100MB     | 2GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 2020Media ( <a href="http://www.2020media.com">www.2020media.com</a> )                                      | PHP                        | 0845 166 7456 | £150           | 100MB     | 2GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 2020Media ( <a href="http://www.2020media.com">www.2020media.com</a> )                                      | JAVA Tomcat                | 0845 166 7456 | £175           | 100MB     | 2GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 2020Media ( <a href="http://www.2020media.com">www.2020media.com</a> )                                      | Coldfusion                 | 0845 166 7456 | £250           | 100MB     | 2GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 4D hosting ( <a href="http://www.4dhosting.com">www.4dhosting.com</a> )                                     | Bronze Package             | 0845 166 8386 | £40            | 10MB      | 500MB             | 2             | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 4D hosting ( <a href="http://www.4dhosting.com">www.4dhosting.com</a> )                                     | Silver Package             | 0845 166 8386 | £64.99         | 20MB      | 2GB               | 10            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 4D hosting ( <a href="http://www.4dhosting.com">www.4dhosting.com</a> )                                     | Gold Package               | 0845 166 8386 | £79.99         | 50MB      | 2GB               | 50            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| 4D hosting ( <a href="http://www.4dhosting.com">www.4dhosting.com</a> )                                     | Titanium Package           | 0845 166 8386 | £149.99        | 500MB     | 5GB               | 500           | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 4D hosting ( <a href="http://www.4dhosting.com">www.4dhosting.com</a> )                                     | Reseller Package           | 0845 166 8386 | £299.99        | 1GB       | 10GB              | 1,000         | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 9Net Avenue ( <a href="http://www.9netave.uk.net">www.9netave.uk.net</a> )                                  | Starter                    | 0870 872 6560 | £99            | 50MB      | 1.5GB             | 10            | ✓                    | X                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 9Net Avenue ( <a href="http://www.9netave.uk.net">www.9netave.uk.net</a> )                                  | Professional               | 0870 872 6560 | £199           | 100MB     | 2.5GB             | 25            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| 9Net Avenue ( <a href="http://www.9netave.uk.net">www.9netave.uk.net</a> )                                  | Corporate                  | 0870 872 6560 | £399           | 500MB     | 5GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| AMEN ( <a href="http://www.amenworld.com">www.amenworld.com</a> )   | WEB NAME+                  | 0870 950 393  | £9.73          | 1GB       | 10mbps            | 1             | X                    | X                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| AMEN ( <a href="http://www.amenworld.com">www.amenworld.com</a> )   | WEB MAIL                   | 0870 950 393  | £28.06         | 2GB       | 10mbps            | 10            | X                    | X                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| AMEN ( <a href="http://www.amenworld.com">www.amenworld.com</a> )   | WEB PRO+                   | 0870 950 393  | £70.36         | 5GB       | 10mbps            | 1,000         | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| AMEN ( <a href="http://www.amenworld.com">www.amenworld.com</a> )   | PRIVATE SERVERS (Windows)  | 0870 950 393  | £84.46         | 400MB     | 10mbps            | N/A           | ✓                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| AMEN ( <a href="http://www.amenworld.com">www.amenworld.com</a> )   | PRIVATE SERVERS (Linux)    | 0870 950 393  | £84.46         | 1GB       | 10mbps            | N/A           | ✓                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| BeamHost ( <a href="http://www.beamhost.co.uk">www.beamhost.co.uk</a> )                                     | Home                       | 0871 277 9827 | £59.88         | 800MB     | 5GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| BeamHost ( <a href="http://www.beamhost.co.uk">www.beamhost.co.uk</a> )                                     | Business                   | 0871 277 9827 | £119.88        | 2GB       | 2GB               | 300           | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| BeamHost ( <a href="http://www.beamhost.co.uk">www.beamhost.co.uk</a> )                                     | Economy                    | 0871 277 9827 | £239.88        | 5GB       | 80GB              | 1,000         | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| Christian Technology Ltd ( <a href="http://www.christiantechology.co.uk">www.christiantechology.co.uk</a> ) | Host Package               | 0870 742 0530 | £55 inc VAT    | 50MB      | 1GB               | 25            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Christian Technology Ltd ( <a href="http://www.christiantechology.co.uk">www.christiantechology.co.uk</a> ) | Pro Package                | 0870 742 0530 | £125 inc VAT   | 100MB     | 2GB               | 50            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Christian Technology Ltd ( <a href="http://www.christiantechology.co.uk">www.christiantechology.co.uk</a> ) | Base Package               | 0870 742 0530 | £250 inc VAT   | 250MB     | 5GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Clara.net ( <a href="http://www.clara.net">www.clara.net</a> )  | Clarahost Lite             | 0845 355 1000 | £29.99 inc VAT | 10MB      | 1GB               | 10            | X                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Clara.net ( <a href="http://www.clara.net">www.clara.net</a> )  | Clarahost Advanced         | 0845 355 1000 | £699           | 500MB     | 30GB              | 200           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Starter Plan          | 0845 203 1000 | £19.99         | 400MB     | 1GB               | 10            | X                    | X                | X             | X            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Entry                 | 0845 203 1000 | £109.89        | 2GB       | 10GB              | 30            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS PRO                   | 0845 203 1000 | £19.99         | 5GB       | 20GB              | 50            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Business 1            | 0845 203 1000 | £169           | 5GB       | 30GB              | 100           | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Windows Reseller 1    | 0845 203 1000 | £39.99         | 20GB      | 50GB              | Unlimited     | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Windows Reseller 2    | 0845 203 1000 | £59.99         | Unlimited | 1GB               | 10            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Linux VDS Entry       | 0845 203 1000 | £39.99         | 50GB RAID | 80GB              | Variable      | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Windows VDS Entry     | 0845 203 1000 | £46.99         | 8GB RAID  | 80GB              | Variable      | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| CWCS Managed Hosting ( <a href="http://www.cwcs.co.uk">www.cwcs.co.uk</a> )                                 | CWCS Linux Entry Dedicated | 0845 203 1000 | £99.99         | 80GB RAID | 300GB             | Variable      | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| DataGate ( <a href="http://www.datagate.co.uk">www.datagate.co.uk</a> )                                     | Exchange Hosting           | 0800 019 9819 | £120+          | 200MB     | Unlimited         | 19            | X                    | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |



# WEB HOSTINGS

| NAME AND URL                                    | PACKAGE                      | PHONE NUMBER  | COST PER YEAR | WEB SPACE  | MONTHLY BANDWIDTH | POP3 ACCOUNTS | FRONTPAGE EXTENSIONS | DATABASE SUPPORT | SHOPPING CART | VIRUS FILTER | FIREWALL | PHONE SUPPORT | EMAIL SUPPORT | WEB CONTROL PANEL | SERVICE LEVEL AGREEMENT |
|---|------------------------------|---------------|---------------|------------|-------------------|---------------|----------------------|------------------|---------------|--------------|----------|---------------|---------------|-------------------|-------------------------|
| DataGate (www.datagate.co.uk)                   | Unix Shared Business Hosting | 0800 019 9819 | £179.40+      | 150MB      | 2GB               | 50            | X                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level1                       | 0800 652 2110 | £185          | 300MB      | 1.5GB             | 5             | ✓                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level2                       | 0800 652 2110 | £259          | 400MB      | 2GB               | 10            | ✓                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level3                       | 0800 652 2110 | £330          | 500MB      | 3GB               | 50            | ✓                    | ✓                | X             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level4                       | 0800 652 2110 | £369          | 750MB      | 4GB               | 80            | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level5                       | 0800 652 2110 | £409          | 1,024MB    | 5GB               | 120           | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Datex (www.datex.net)                           | Level6                       | 0800 652 2110 | £549          | 1,500MB    | 6GB               | 200           | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Dedicated Servers (www.dedicated-servers.co.uk) | Linux entry                  | 0870 333 0365 | £99/month     | 40GB       | 30GB              | Variable      | X                    | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Dedicated Servers (www.dedicated-servers.co.uk) | Windows entry                | 0870 333 0365 | £199/month    | 40GB       | 30GB              | Variable      | X                    | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Donhost (www.donhost.co.uk)                     | Reseller Unix                | 0870 741 4151 | £470          | Unlimited  | 20GB              | Unlimited     | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Donhost (www.donhost.co.uk)                     | Reseller Windows             | 0870 741 4151 | £587.50       | Unlimited  | 20GB              | Unlimited     | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Donhost (www.donhost.co.uk)                     | Enterprise Plan              | 0870 741 4151 | £105.75       | 100MB      | 2GB               | 20            | ✓                    | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Donhost (www.donhost.co.uk)                     | Commerce Plan                | 0870 741 4151 | £211.50       | 250MB      | 5GB               | 50            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Donhost (www.donhost.co.uk)                     | Designer Plan                | 0870 741 4151 | £141          | 100MB      | 2GB               | 20            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Donhost (www.donhost.co.uk)                     | Developer Plan               | 0870 741 4151 | £305.50       | 250MB      | 5GB               | 50            | ✓                    | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Dziner Solutions (www.dzinersolutions.co.uk)    | Windows Shared               | N/A           | £44.50        | 100MB      | 2GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Dziner Solutions (www.dzinersolutions.co.uk)    | Domain Forwarding            | N/A           | £14.50        | 5MB        | 100MB             | 10            | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Dziner Solutions (www.dzinersolutions.co.uk)    | Unix Shared Starter          | N/A           | £19.50        | 50MB       | 1GB               | 10            | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Dziner Solutions (www.dzinersolutions.co.uk)    | Unix Shared Standard         | N/A           | £44.50        | 100MB      | 2GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Dziner Solutions (www.dzinersolutions.co.uk)    | Unix Shared Premier          | N/A           | £79.50        | 200MB      | 3GB               | 200           | ✓                    | ✓                | ✓             | ✓            | ✓        | X             | ✓             | ✓                 | ✓                       |
| eHosting (www.ehosting.co.uk)                   | Home & Business 200 Account  | 0161 236 2241 | £49.99        | 200MB      | 10GB              | 50            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Kick Start Linux    | 0871 717 0390 | £49           | 50MB       | 3GB               | 20            | X                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Kick Start Windows  | 0871 717 0390 | £75           | 50MB       | 3GB               | 20            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Standard Linux      | 0871 717 0390 | £99           | 100MB      | 3GB               | 100           | X                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Windows                      | 0871 717 0390 | £125          | 100MB      | 3GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Enterprise Linux    | 0871 717 0390 | £199          | 250MB      | 5GB               | 250           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Enterprise Windows  | 0871 717 0390 | £225          | 250MB      | 5GB               | 250           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| EliteUKServe (eliteukserve.net)                 | Business Pro Linux           | 0871 717 0390 | £399          | 500MB      | 10GB              | 500           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | X                 | ✓                       |
| Eurofasthost.com (www.eurofasthost.com)         | Soho                         | 0800 3161 067 | £99           | 100MB      | 3,000MB           | 50            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Windows Home                 | 0870 888 3600 | £43.89        | 750MB      | Unlimited         | 200           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Linux Home                   | 0870 888 3600 | £43.99        | 750MB      | Unlimited         | 200           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Windows Developer            | 0870 888 3600 | £87.89        | 2GB        | Unlimited         | 600           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Linux Developer              | 0870 888 3600 | £87.89        | 2GB        | Unlimited         | 600           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Windows Business             | 0870 888 3600 | £175.89       | 5GB        | Unlimited         | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Linux Business               | 0870 888 3600 | £175.89       | 5GB        | Unlimited         | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| FastHosts (www.fasthosts.co.uk)                 | Reseller                     | 0870 888 3600 | £500          | Unlimited  | Unlimited         | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Giacom (www.giacom.net)                         | Business Pro                 | 0800 542 7500 | £199          | 100MB      | 2GB               | 100           | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Hostextra (www.hostextra.co.uk)                 | Pro-Host                     | 08702 501 500 | £99.45        | 100MB      | 10GB              | 200           | X                    | ✓                | X             |              | X        | ✓             | ✓             | ✓                 | X                       |
| Global Gold (www.globalgold.co.uk)              | Unix launcher                | 0870 004 4444 | £78           | 50MB       | 5GB               | 5             | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Global Gold (www.globalgold.co.uk)              | NT launcher                  | 0870 004 4444 | £80           | 50MB       | 5GB               | 5             | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| HaiSoft (www.haisoft.co.uk)                     | HaiSoft Perso                | 0870 080 4247 | £14.90        | 100MB      | 1GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| HaiSoft (www.haisoft.co.uk)                     | HaiSoft Pro                  | 0870 080 4247 | £49.90        | 500MB      | 10GB              | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| HaiSoft (www.haisoft.co.uk)                     | HaiSoft eCommerce            | 0870 080 4247 | £99.90        | 750MB      | 20GB              | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Heart Internet (www.heartinternet.co.uk)        | Free Starter Professional    | 0845 644 7750 | Free          | 2.5GB      | 100MB             | 1,000         | X                    | X                | X             | X            | ✓        | X             | X             | ✓                 | ✓                       |
| Heart Internet (www.heartinternet.co.uk)        | Starter Professional         | 0845 644 7750 | £29.80        | 2.5GB      | 10GB              | 1,000         | X                    | X                | X             | X            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Heart Internet (www.heartinternet.co.uk)        | Home Professional            | 0845 644 7750 | £89.99        | 10GB       | 50GB              | 10,000        | ✓                    | ✓                | ✓             | X            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Heart Internet (www.heartinternet.co.uk)        | Business Professional        | 0845 644 7750 | £129.99       | Unlimited  | Unlimited         | Unlimited     | ✓                    | ✓                | ✓             | X            | ✓        | X             | ✓             | ✓                 | ✓                       |
| Heart Internet (www.heartinternet.co.uk)        | Reseller Professional        | 0845 644 7750 | £299.99       | Unlimited  | Unlimited         | Unlimited     | ✓                    | ✓                | ✓             | X            | ✓        | X             | ✓             | ✓                 | ✓                       |
| HostSupreme (www.hostsupreme.co.uk)             | Windows 2000 Unlimited Plan  | 0208 777 8881 | £29.50-£499   | 100-5000MB | 2-80GB            | Unlimited     | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| HostSupreme (www.hostsupreme.co.uk)             | Resellers Plan               | 0208 777 8881 | £200-800      | 2GB        | 30-50GB           | Unlimited     | ✓                    | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Hostway (www.hostway.co.uk)                     | Silver                       | 0808 180 1880 | £79.50        | 150MB      | 3GB               | 5             | ✓                    | X                | Option        | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| Hostway (www.hostway.co.uk)                     | Gold                         | 0808 180 1880 | £139.50       | 300MB      | 5GB               | 10            | ✓                    | ✓                | Option        | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Hostway (www.hostway.co.uk)                     | Gold Plus                    | 0808 180 1880 | £189.50       | 450MB      | 10GB              | 30            | ✓                    | ✓                | Option        | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Hostway (www.hostway.co.uk)                     | Platinum                     | 0808 180 1880 | £359.50       | 600MB      | 20GB              | 50            | ✓                    | ✓                | Option        | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Hostway (www.hostway.co.uk)                     | Platinum Plus                | 0808 180 1880 | £599.50       | 1.2GB      | 40GB              | 10            | ✓                    | ✓                | Option        | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Hostway (www.hostway.co.uk)                     | Email Plus                   | 0808 180 1880 | £49.95        | 50MB       | N/A               | 5             | N/A                  | N/A              | N/A           | N/A          | ✓        | X             | ✓             | ✓                 | X                       |
| Ideal Hosting (idealhosting.co.uk)              | Lite                         | 0871 277 3494 | £14.99        | 25MB       | 1GB               | 5             | ✓                    | X                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Ideal Hosting (idealhosting.co.uk)              | Starter                      | 0871 277 3494 | £23.49        | 50MB       | 1GB               | 20            | ✓                    | X                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Ideal Hosting (idealhosting.co.uk)              | Standard                     | 0871 277 3494 | £52.49        | 100MB      | 1GB               | 50            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Ideal Hosting (idealhosting.co.uk)              | Professional                 | 0871 277 3494 | £68.99        | 250MB      | 1GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Ideal Hosting (idealhosting.co.uk)              | Business                     | 0871 277 3494 | £119.99       | 500MB      | 1GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Ideal Hosting (idealhosting.co.uk)              | Corporate                    | 0871 277 3494 | £199.99       | 1000MB     | 1GB               | Unlimited     | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)           | Unix Basic 50                | 0870 160 5555 | £70           | 50MB       | 1GB               | 5             | X                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)           | Unix Frontpage 50            | 0870 160 5555 | £100          | 50MB       | 1GB               | 5             | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)           | Unix Standard 200            | 0870 160 5555 | £160          | 200MB      | 2GB               | 20            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)           | Unix Superior 500            | 0870 160 5555 | £220          | 500MB      | 3GB               | 50            | ✓                    | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |

# WEB HOSTING guide

In association with fasthosts.co.uk



| NAME AND URL                            | PACKAGE                     | PHONE NUMBER    | COST PER YEAR | WEB SPACE | MONTHLY BANDWIDTH | POP3 ACCOUNTS | FRONTPAGE EXTENSIONS | DATABASE SUPPORT | SHOPPING CART | VIRUS FILTER  | FIREWALL | PHONE SUPPORT | EMAIL SUPPORT | WEB CONTROL PANEL | SERVICE LEVEL AGREEMENT |
|---|-----------------------------|-----------------|---------------|-----------|-------------------|---------------|----------------------|------------------|---------------|---------------|----------|---------------|---------------|-------------------|-------------------------|
| Internetters (www.internetters.co.uk)   | Windows 50                  | 0870 160 5555   | £100          | 50MB      | 1GB               | 5             | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)   | Windows 200                 | 0870 160 5555   | £190          | 200MB     | 2GB               | 20            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Internetters (www.internetters.co.uk)   | Windows 500                 | 0870 160 5555   | £260          | 500MB     | 3GB               | 50            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Krystal Hosting (www.krystal.co.uk)     | Amethyst (Linux)            | 0845 200 0699   | £24.99        | 50MB      | 2GB               | 20            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Krystal Hosting (www.krystal.co.uk)     | Topaz (Linux)               | 0845 200 0699   | £49.99        | 250MB     | 10GB              | 100           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Krystal Hosting (www.krystal.co.uk)     | Ruby (Linux)                | 0845 200 0699   | £99.99        | 750MB     | 30GB              | 300           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Krystal Hosting (www.krystal.co.uk)     | Emerald (Linux)             | 0845 200 0699   | £149.99       | 1,500MB   | 60GB              | 600           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Krystal Hosting (www.krystal.co.uk)     | Diamond (Linux)             | 0845 200 0699   | £199.99       | 3,000MB   | 120GB             | Unlimited     | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Magic Moments (www.magic-moments.com)   | Magic Entry                 | 0115 917 0000   | £79.50        | 600MB     | 7GB               | 300           | ✓                    | X                | X             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Magic Moments (www.magic-moments.com)   | Magic Business Professional | 0115 917 0000   | £199          | 5GB       | 20GB              | Unlimited     | ✓                    | ✓                | X             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Magic Moments (www.magic-moments.com)   | Magic Business e-commerce   | 0115 917 0000   | £499          | 5GB       | 20GB              | Unlimited     | ✓                    | ✓                | ✓             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Magic Moments (www.magic-moments.com)   | Magic Reseller              | 0115 917 0000   | £500          | Unlimited | Unlimited         | Unlimited     | ✓                    | ✓                | X             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Media Temple (www.mediatemple.net)      | Shared-Server Pro           | +1 310 841 5500 | £64           | 2GB       | 1TB               | 1,000         | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Media Temple (www.mediatemple.net)      | Shared-Server Advanced      | +1 310 841 5500 | £109          | 5GB       | 1.5TB             | 5,000         | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Merxweb (www.merxweb.com)               | Starter                     | 0845 838 2631   | £59.88        | 150MB     | 3GB               | 25            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Merxweb (www.merxweb.com)               | Store                       | 0845 838 2631   | £95.88        | 300MB     | 5GB               | 50            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Merxweb (www.merxweb.com)               | Advanced                    | 0845 838 2631   | £119.88       | 450MB     | 7GB               | 100           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NameHog (www.namehog.net)               | Email Only                  | 0845 612 0330   | £11.75        | 25MB      | 1GB               | 5             | X                    | X                | X             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NameHog (www.namehog.net)               | Standard Package            | 0845 612 0330   | £35.25        | 100MB     | 4.5GB             | 10            | ✓                    | X                | X             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NameHog (www.namehog.net)               | Professional Package        | 0845 612 0330   | £58.75        | 250MB     | 8GB               | 25            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NameHog (www.namehog.net)               | Expert Package              | 0845 612 0330   | £105.75       | 500MB     | 15GB              | 75            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | StartUp                     | 0870 120 8888   | £49.99        | 100MB     | 2GB               | 5             | X                    | X                | X             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | StartUp Plus                | 0870 120 8888   | £89.99        | 200MB     | 5GB               | 10            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | Business                    | 0870 120 8888   | £149.99       | 500MB     | 10GB              | 25            | X                    | X                | X             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | Business Plus               | 0870 120 8888   | £89.99        | 700MB     | 15GB              | 50            | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | Designer                    | 0870 120 8888   | £239.88       | 1GB       | 20GB              | 200           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Namesco (www.names.co.uk)               | Designer Plus               | 0870 120 8888   | £479.88       | Unlimited | 30GB              | Unlimited     | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NetBenefit (www.netbenefit.com)         | Unix                        | 0870 264 2298   | £180          | 100MB     | 2GB               | 1             | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| NetBenefit (www.netbenefit.com)         | Windows 2000                | 0870 264 2298   | £229          | 100MB     | 2GB               | 1             | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Netcetera (www.netcetera.co.uk)         | Starter Package             | 0800 298 7214   | £30           | 500MB     | 1GB               | 100           | ✓                    | X                | X             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Netcetera (www.netcetera.co.uk)         | Home Package                | 0800 298 7214   | £60           | 1GB       | 5GB               | 100           | ✓                    | X                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Netcetera (www.netcetera.co.uk)         | Developer Package           | 0800 298 7214   | £100          | 4GB       | 10GB              | 100           | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | X                       |
| Netcetera (www.netcetera.co.uk)         | Commerce Package            | 0800 298 7214   | £180          | 6GB       | 20GB              | 1,500         | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Netcetera (www.netcetera.co.uk)         | Reseller Package            | 0800 298 7214   | £450          | 10GB      | 30GB              | Unlimited     | ✓                    | ✓                | ✓             | ✓             | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Netscalibur (www.netscalibur.com)       | Netscalibur Web Unix        | 0800 072 0000   | £324          | 100MB     | 5GB               | 1             | X                    | ✓                | ✓             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Netscalibur (www.netscalibur.com)       | Netscalibur Web Windows     | 0800 072 0000   | £324          | 100MB     | 5GB               | 1             | ✓                    | ✓                | ✓             | X             | X        | ✓             | ✓             | ✓                 | ✓                       |
| NewNet (www.newnet.co.uk)               | Lite                        | 0870 059 9599   | £29.90        | 200MB     | 1GB               | 1             | £1.50                | X                | X             | £1.50/mailbox | X        | ✓             | ✓             | ✓                 | ✓                       |
| NewNet (www.newnet.co.uk)               | Plus                        | 0870 059 9599   | £49.90        | 400MB     | 2GB               | 5             | £1.50                | £1               | X             | £1.50/mailbox | X        | ✓             | ✓             | ✓                 | ✓                       |
| NewNet (www.newnet.co.uk)               | Advance                     | 0870 059 9599   | £99.90        | 1GB       | 5GB               | 10            | ✓                    | ✓                | X             | £1.50/mailbox | X        | ✓             | ✓             | ✓                 | ✓                       |
| NewNet (www.newnet.co.uk)               | Pro                         | 0870 059 9599   | £199.90       | 3GB       | 15GB              | 50            | ✓                    | ✓                | X             | £1.50/mailbox | X        | ✓             | ✓             | ✓                 | ✓                       |
| NewNet (www.newnet.co.uk)               | Enterprise                  | 0870 059 9599   | £499.90       | 10GB      | 25GB              | Unlimited     | ✓                    | ✓                | ✓             | ✓             | X        | ✓             | ✓             | ✓                 | ✓                       |
| Nildram (www.nildram.net)               | Unix                        | 0870 160 8602   | £120          | 10MB      | 5GB               | 1             | X                    | ✓                | X             | X             | X        | ✓             | ✓             | ✓                 | X                       |
| Nildram (www.nildram.net)               | Windows                     | 0870 160 8602   | £120          | 10MB      | 5GB               | 1             | ✓                    | X                | ✓             | X             | X        | ✓             | ✓             | ✓                 | X                       |
| Nildram (www.nildram.net)               | Shared SQL Business 50      | 0870 160 8602   | £300          | 50MB      | 25GB              | 1             | X                    | ✓                | X             | X             | X        | ✓             | ✓             | ✓                 | X                       |
| Nildram (www.nildram.net)               | Shared SQL Business 100     | 0870 160 8602   | £600          | 100MB     | 50GB              | 1             | X                    | ✓                | X             | X             | X        | ✓             | ✓             | ✓                 | X                       |
| onestopdigital (www.onestopdigital.com) | Startup                     | 0845 0098240    | £54.00        | 100MB     | 1GB               | 5             | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Small                       | 0845 0098240    | £78.00        | 200MB     | 2GB               | 15            | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Smallplus                   | 0845 0098240    | £102.00       | 500MB     | 15GB              | 20            | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Enterprise                  | 0845 0098240    | £198.00       | 2000MB    | 20GB              | 200           | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Enterpriseplus              | 0845 0098240    | £270.00       | 3000MB    | 30GB              | 300           | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Reseller Startup            | 0845 0098240    | £270.00       | 3000MB    | 30GB              | 300           | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Reseller Professional       | 0845 0098240    | £330.00       | 5000MB    | 50GB              | 500           | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Reseller Enterprise         | 0845 0098240    | £594.00       | 10000MB   | 100GB             | 1000          | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |
| onestopdigital (www.onestopdigital.com) | Reseller Enterprise plus    | 0845 0098240    | £834.00       | 15000MB   | 150GB             | 1500          | ✓                    | ✓                | ✓             | ✓             | ✓        | X             | ✓             | ✓                 | ✓                       |

## WHAT DOES IT ALL MEAN?

New to hosting slang? We explain what all the categories in our hostings table are talking about...

**WEB SPACE** This is the amount of physical storage space you'll have available to you on the server.

**MONTHLY BANDWIDTH** This relates to the amount of expected traffic and the data transfer demands that your site will place on the host each month. A very busy, data-intensive site will demand more.

**POP3 ACCOUNTS** Does your site require email support? If so, you'll want the ability to set up personalised mailboxes.

**FRONTPAGE EXTENSIONS** These are a group of programs that must operate behind the scenes on your host server if you're a Microsoft FrontPage

developer. Most Windows Server-based packages will have them as standard, but best check if you think that this may apply to your website.

**DATABASE SUPPORT** With sites becoming more reliant on vast quantities of information, you'll probably need database capabilities from your host.



# WEB HOSTINGS

| NAME AND URL  | PACKAGE                    | PHONE NUMBER    | COST PER YEAR | WEB SPACE   | MONTHLY BANDWIDTH | POPs ACCOUNTS | FRONT PAGE EXTENSIONS | DATABASE SUPPORT | SHOPPING CART | VIRUS FILTER | FIREWALL | PHONE SUPPORT | EMAIL SUPPORT | WEB CONTROL PANEL | SERVICE LEVEL AGREEMENT |
|---|----------------------------|-----------------|---------------|-------------|-------------------|---------------|-----------------------|------------------|---------------|--------------|----------|---------------|---------------|-------------------|-------------------------|
| Pay As You Host (www.pay-as-you-host.com)                 | Standard                   | 0870 284 0287   | £47.88        | 50MB        | 512MB             | Unlimited     | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Pabb Web Design (www.pabbwebhosting.co.uk)                | Unlimited hosting          | 0775 644 1059   | £114          | Unlimited   | Unlimited         | Unlimited     | ✓                     | ✓                | ✓             | X            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| The Positive Internet Company (www.positive-internet.com) | Z account                  | 0800 316 1006   | £293.75       | 120MB       | 10GB              | Unlimited     | X                     | ✓                | X             | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| The Positive Internet Company (www.positive-internet.com) | Dolphin                    | 0800 316 1006   | £2,172.58     | 2x20GB      | 40-60GB           | Unlimited     | X                     | ✓                | X             | ✓            | ✓        | X             | ✓             | ✓                 | X                       |
| The Positive Internet Company (www.positive-internet.com) | Fully managed servers      | 0800 316 1006   | £5,287.50     | 2x70GB SCSI | 80-250GB          | Unlimited     | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Skymarket (www.skymarket.co.uk)                           | Standard 1                 | 0800 321 7788   | £49           | 10MB        | 2GB               | 1             | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Skymarket (www.skymarket.co.uk)                           | Standard 2                 | 0800 321 7788   | £69           | 20MB        | 2GB               | 1             | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Skymarket (www.skymarket.co.uk)                           | Premium 1                  | 0800 321 7788   | £99           | 25MB        | 2GB               | 1             | ✓                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Skymarket (www.skymarket.co.uk)                           | Premium 2                  | 0800 321 7788   | £149          | 50MB        | 2GB               | 1             | ✓                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| STRATO Hosting (www.strato-hosting.co.uk)                 | STRATO EasyWeb             | 00800 8007 0070 | £41.88        | 1GB         | 10GB              | 500           | X                     | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| STRATO Hosting (www.strato-hosting.co.uk)                 | STRATO PowerWeb            | 00800 8007 0070 | £58.68        | 3GB         | 20GB              | 1,000         | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| STRATO Hosting (www.strato-hosting.co.uk)                 | STRATO AdvancedWeb         | 00800 8007 0070 | £131.88       | 4GB         | 50GB              | 1,500         | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| STRATO Hosting (www.strato-hosting.co.uk)                 | STRATO EnterpriseWeb       | 00800 8007 0070 | £179.88       | 20GB        | 100GB             | 5,000         | X                     | ✓                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Switch Media (www.switchmedia.co.uk)                      | Home                       | 0151 236 9111   | £53.88        | 500MB       | 4GB               | 100           | X                     | X                | X             | X            | X        | ✓             | ✓             | X                 | X                       |
| Switch Media (www.switchmedia.co.uk)                      | Business                   | 0151 236 9111   | £95.88        | 1.5GB       | 10GB              | 500           | X                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | X                       |
| Switch Media (www.switchmedia.co.uk)                      | Professional               | 0151 236 9111   | £186          | 3GB         | 25GB              | 1,200         | X                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | X                       |
| theName.co.uk (www.thename.co.uk)                         | Parking                    | 0870 765 6364   | £52.88        | 25MB        | 500MB             | 15            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| theName.co.uk (www.thename.co.uk)                         | Forwarding                 | 0870 765 6364   | From £15      | N/A         | 500MB             | N/A           | X                     | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | X                       |
| theName.co.uk (www.thename.co.uk)                         | Hosting                    | 0870 765 6364   | From £7.50    | N/A         | N/A               | N/A           | X                     | X                | X             | X            | ✓        | ✓             | ✓             | ✓                 | X                       |
| Titan Internet (www.titanhosts.net)                       | Win50                      | 0845 125 9500   | £58.75        | 50MB        | 500MB             | 5             | ✓                     | X                | X             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Titan Internet (www.titanhosts.net)                       | Win100                     | 0845 125 9500   | £117.50       | 100MB       | 1GB               | 20            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Titan Internet (www.titanhosts.net)                       | Win200                     | 0845 125 9500   | £235          | 200MB       | 2GB               | Unlimited     | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Basic5S                    | 0845 641 0776   | £24           | 100MB       | 1,500MB           | 25            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Standard5S                 | 0845 641 0776   | £45           | 200MB       | 3,000MB           | 50            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Business5S                 | 0845 641 0776   | £70           | 500MB       | 7,500MB           | 100           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Advanced5S                 | 0845 641 0776   | £110          | 1,000MB     | 15,000MB          | 200           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Professional5S             | 0845 641 0776   | £150          | 1,500MB     | 25,000MB          | Unlimited     | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Basic1R                    | 0845 641 0776   | £125          | 1,000MB     | 10,500MB          | 5             | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Standard1R                 | 0845 641 0776   | £180          | 1,500MB     | 15,000MB          | 10            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Business1R                 | 0845 641 0776   | £250          | 2,800MB     | 28,000MB          | 50            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Advanced1R                 | 0845 641 0776   | £350          | 4,000MB     | 40,000MB          | 100           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| TwentyHost (www.twentyhost.co.uk)                         | Professional1R             | 0845 641 0776   | £500          | 6,000MB     | 60,000MB          | 50            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| WebFusion (www.webfusion.co.uk)                           | Entry                      | 0800 031 7800   | £79.50        | 600MB       | 7GB               | 300           | ✓                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| WebFusion (www.webfusion.co.uk)                           | Home                       | 0800 031 7800   | £99.95        | 1.5GB       | 10GB              | 500           | ✓                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| WebFusion (www.webfusion.co.uk)                           | Soho                       | 0800 031 7800   | £149.99       | 3GB         | 15GB              | 1,000         | ✓                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| WebFusion (www.webfusion.co.uk)                           | Professional               | 0800 031 7800   | £199.95       | 5GB         | 20GB              | Unlimited     | ✓                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| WebFusion (www.webfusion.co.uk)                           | eCommerce                  | 0800 031 7800   | £499          | 5GB         | 20GB              | Unlimited     | ✓                     | ✓                | X             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| WebServ UK (www.webservuk.com)                            | Home/Office                | 0845 680 0843   | £47.99        | 500MB       | 5GB               | 20            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| WebServ UK (www.webservuk.com)                            | Professional               | 0845 680 0843   | £95.99        | 1000MB      | 10GB              | 100           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| WebServ UK (www.webservuk.com)                            | Professional +             | 0845 680 0843   | £179.99       | 2000MB      | 20GB              | 500           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Standard           | 0870 050 0080   | £39.95        | 50MB        | 1GB               | 5             | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Standard Plus      | 0870 050 0080   | £99.95        | 50MB        | 2GB               | 10            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Business           | 0870 050 0080   | £79.95        | 100MB       | 3GB               | 15            | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Business Plus      | 0870 050 0080   | £159.95       | 150MB       | 4GB               | 30            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Professional       | 0870 050 0080   | £179.95       | 250MB       | 7GB               | 50            | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Hosting Professional Plus  | 0870 050 0080   | £299          | 500MB       | 10GB              | 100           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Standard Multiweb          | 0870 050 0080   | £64.95        | 75MB        | 1.5GB             | 10            | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Standard Multiweb Plus     | 0870 050 0080   | £149.95       | 100MB       | 2.5GB             | 15            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Business Multiweb          | 0870 050 0080   | £149.95       | 200MB       | 4GB               | 25            | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Business Multiweb Plus     | 0870 050 0080   | £299          | 250MB       | 5GB               | 40            | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Professional Multiweb      | 0870 050 0080   | £249          | 500MB       | 7.5GB             | 100           | ✓                     | ✓                | ✓             | X            | X        | ✓             | ✓             | ✓                 | ✓                       |
| Xcalibre (www.xcalibre.co.uk)                             | Professional Multiweb Plus | 0870 050 0080   | £499          | 500MB       | 10GB              | 150           | ✓                     | ✓                | ✓             | ✓            | ✓        | ✓             | ✓             | ✓                 | ✓                       |
| Zen Internet (www.zen.co.uk)                              | ActiveSpace                | 0845 058 9000   | £100          | 50MB        | 2GB               | 0             | ✓                     | ✓                | X             | X            | ✓        | ✓             | ✓             | X                 | X                       |
| Zen Internet (www.zen.co.uk)                              | .NETspace                  | 0845 058 9000   | £250          | 100MB       | 4GB               | 0             | ✓                     | ✓                | X             | X            | ✓        | ✓             | ✓             | X                 | X                       |

**SHOPPING CART** Host support can either mean that this capability is provided or that your own bespoke cart systems can be facilitated, so make sure you check in advance.

**VIRUS FILTER** No one wants to have their site attacked, data ravaged, or be responsible for spreading infections. A built-in virus filter is therefore essential to sites that can't afford any sick leave.

**FIREWALL** Firewalls represent a digital barrier that sits between your site's server and the hordes of malicious attackers that threaten to pull it down.

**WEB CONTROL PANEL** A vital part of great hosting is control, so this is where you'll want to pay attention. Web-based panels let you log in remotely and intuitively tweak your account, without the need to relay complicated instructions down the phone.

**SERVICE LEVEL AGREEMENT** This is all about getting guarantees that your host will do the best job possible for you. Some might have clauses about what you can and can't do, but ultimately it's a handy declaration of what to expect should you sign up. Pretty much all hosting providers will have this so that you're immediately confident of exactly what you're getting for your money. Check this for all your site requirements before making your choice!

# portfolio

## THE PLACE WHERE YOUR WORK DOES THE TALKING

### Lee Munroe

www.leemunroe.com

**Skills:** Website design, branding/logo design, Flash animation/presentations, content management, eCommerce, Photoshop, Flash, Illustrator, Dreamweaver, 3D Studio Max, Director, Premiere CSS and (X)HTML, ASP/VB Script, ActionScript, JavaScript (DOM), Visual Basic, Lingo, XML

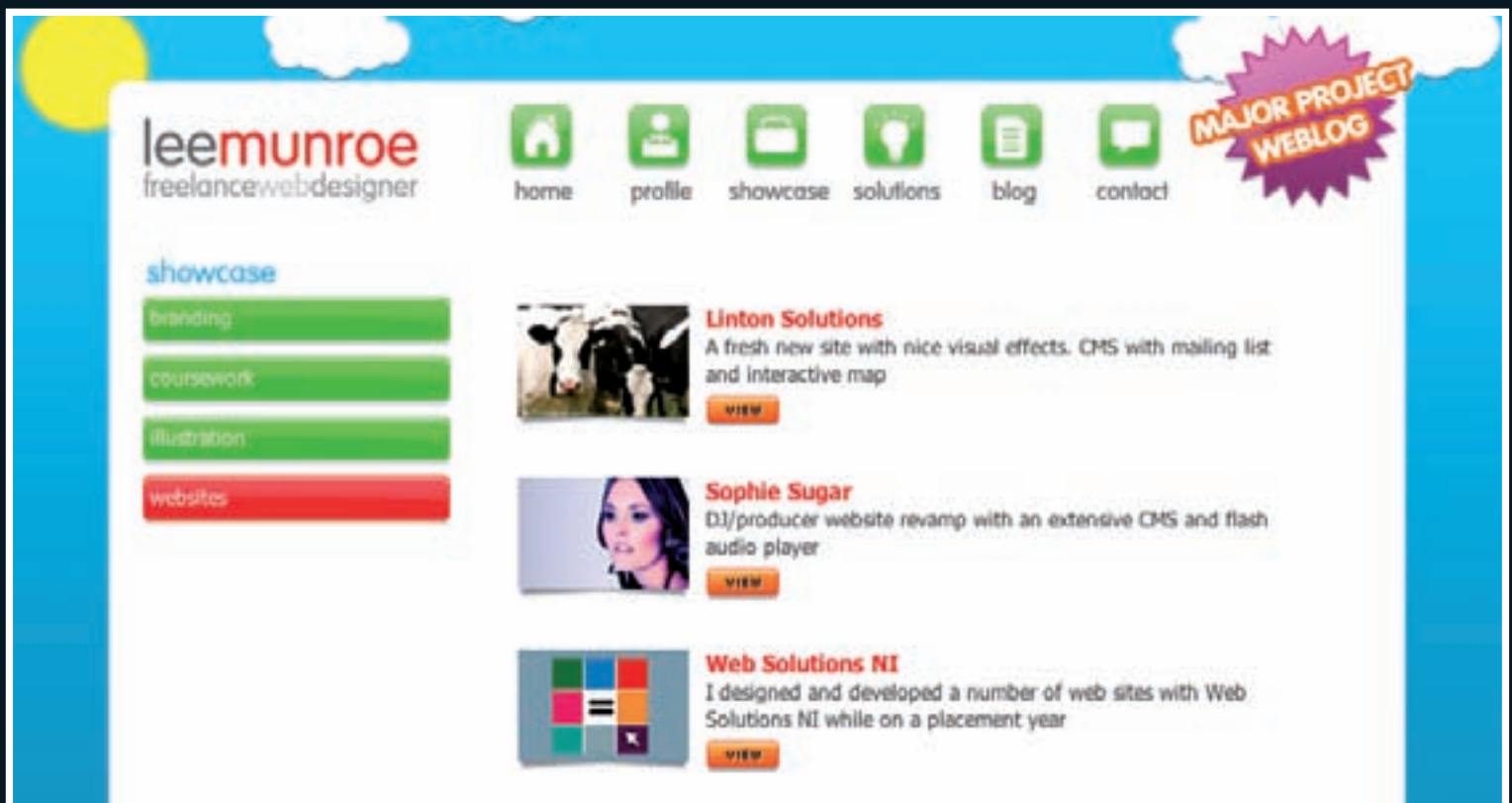
**Employment status:** Freelance web designer and developer  
Seeing as Lee Munroe is still in his final-year at the University of Ulster reading a BSc Hons in Interactive Multimedia Design, you may be surprised to discover that the student from Northern Ireland has actually been a freelance web designer for seven years. Once you've reeled your way through Lee Munroe's vivaciously penned pages however, you'll soon see his student status is well and truly overridden by his talents and experience.

"I have seen my websites progress from basic static HTML pages to large, content manageable websites incorporating Flash, video and audio. These days I've progressed onto using CSS for website development", he tells us. He's clearly well-versed in all things web design and going by the websites showing off his creative talents on his site, we can see why he has been doing this for so long.



The Showcase section is clearly laid out, with colour-changing links that invite you to explore his projects

The homepage is clean and fresh-faced, which matches the overall design of the site, there's a short bio about the designer and clear links to the parts of the site



**THE 'I KNOW** I'm great, so you should too' mantra is all well and good, but it helps to have fantastically designed portfolio pages to back it up. Here are this issue's clever creatives. If you think you can do better of course, alert us to your URL today...

# MAKE IT HAPPEN!

To keep this section going we rely on student or freelance designers to put themselves forward. It's great exposure for your talents and every single one of you will be considered, so drop us a line now at [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk)



Clicking your way through Lee Munroe's site really is a joy. Not only is the work inspiring, but the sunny background that accompanies each page brings a smile to your face

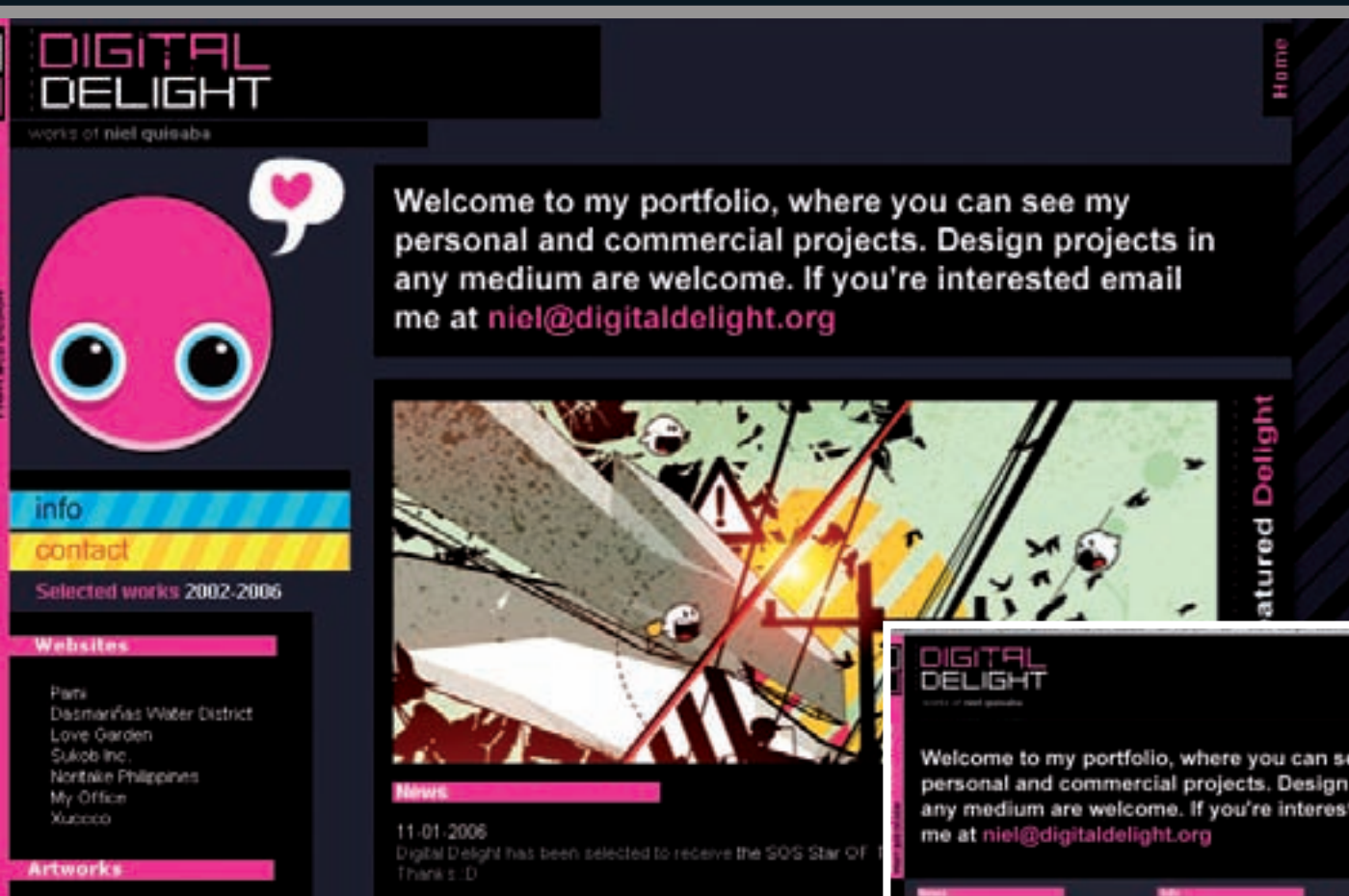


Each project has a detailed description of how it's made, plus a link to the live site

The young freelancer mastered the basic principles of web design seven years ago and is now fluent in most packages, which shows in his projects

# portfolio

THE PLACE WHERE YOUR WORK DOES THE TALKING



Digitaldelight.org certainly lives up to its name. With fantastic art on show, it really is a delight to navigate these pages!

Not wanting to leave anyone out, Niel gives the option to view an HTML version of the site or a FLash one

## Niel Quisaba

www.digitaldelight.org

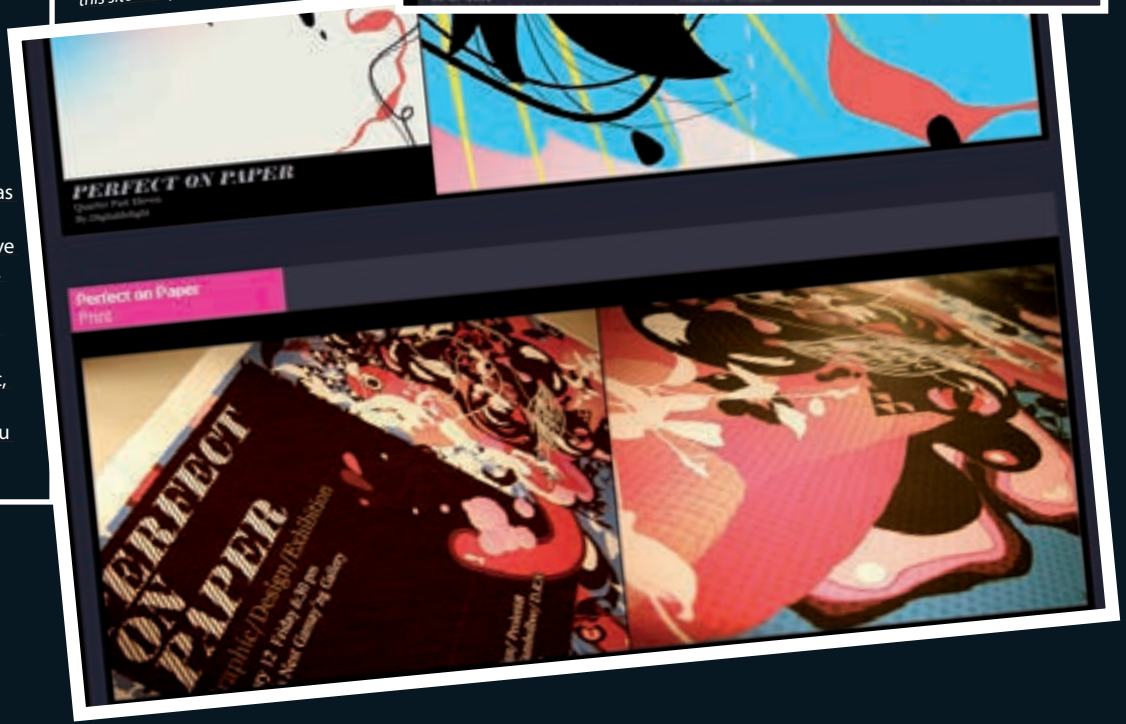
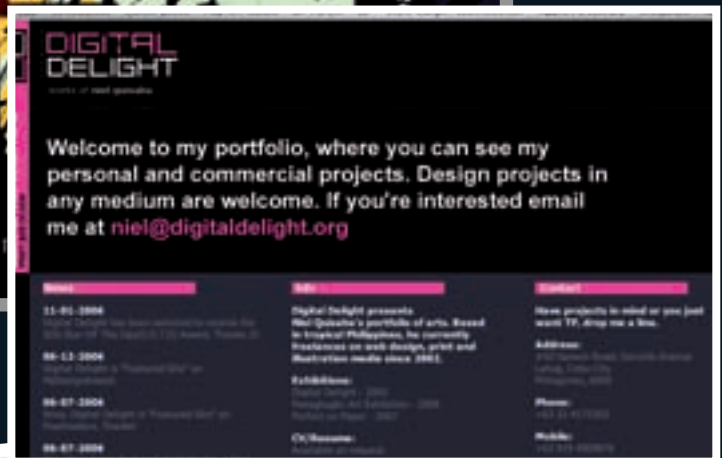
**Skills:** PhotoshopCS2, Flash 8 and Dreamweaver 8

**Employment status:** Web designer

You only need to venture one page into Niel Quisaba's spectacular self-promotion website to realise the potential of this creative's yields. Based in the tropical Philippines, the designer has only been freelancing for five years, yet boasts dozens of impressive accounts and awards. "I love what I do and I want other people to love it too", comments Niel.

For Niel, creative depth is the most important facet of web design: "These days, everything is visual, so if you want to maintain constant traffic, design is key. If the site doesn't look pleasing, people aren't going to take a second look, so you have to interest them first."

The colours you're bombarded with on this site are spectacular



## Quiapo Flash Presentation



### Lucson Underpass

Ang Lucson Underpass ay tinatag pagkatapos ng Panguluwang Diwaan. It is a very strong feature long time increasing with the city. Quiapo Boulevard is famous, Ang mga laliman na ito ay pagmamapa sa Quiapo, Vitabito.

Bago ito ang Lucson Underpass, ito ay kilala bilang isang lugar na kinatatagan ng mga tao. Karamihan sa karamihan kagaya ng pagmamapa. Nigres, sa ilalim ng proyekto ng kumpanyang mayroon ng Mayroon, at Lino. Ang mga ito ay ito ang Lucson Underpass.



If you choose to view the site in Flash, you won't be disappointed, this boy has sure got talent



Niel admits that although commissions are obviously very welcome, for him the site is a labour of love



This is a site Niel designed for rock music site [www.scrambled-eggs.net](http://www.scrambled-eggs.net). It's quirky, cool and most definitely captures the essence of the brand

The info on each project is pretty thin on the ground... but you don't go to a site like this to read, the live links speak for themselves