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Intro to Building a Simple Web Page Lesson 1

Geri Carter
Fall, 2009



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Web Servers

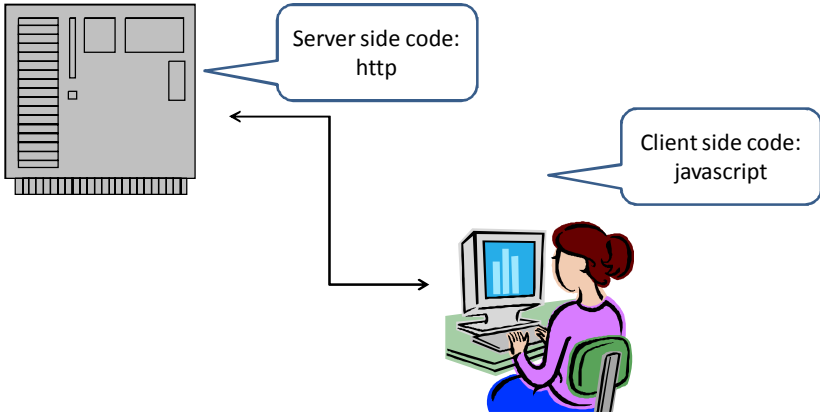
- allow Internet users to attach to view and maintain Web pages
- IE requests documents from the Web server using standard protocols
- Web server retrieves the requested documents and forwards them on to the browsers

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Web Servers





Server side code:
http

Client side code:
javascript

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Web Page Coding

A web page is nothing more than a file. It's format is HTML
HTML - Hypertext Markup Language

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What is a website?

What is a website?

- A collection of related documents on the web
 - linked together
 - share a beginning file called a homepage
- **Web pages** are the individual documents that are linked together to form a website.

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This course

- About building simple websites
 - Won't cover a lot of technical workings
 - For example: HTML (Hypertext Markup Language), CGI (Common Gateway Interface), JavaScript, and the hundreds of other protocols and languages
 - Goal: build a simple first site without being a super geek.

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This course

- **Mission Statement**

- In 65 words or less, why do you want to build a website?
- Help you find your **focus**

- **Content**

- Content you already have:
 - In digital format

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This course

- **Other content:**

- to build a website for your enthusiasm, e.g., kites
 - Off to the search engines

- * Google
- * Bing
- * Yahoo
- * MSN Search
- * Ask

- **Now make a list of what you want your site to contain**

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This course

- Now make a list of what you want your site to contain
 - "Yes" next to the items that really make sense and are easy to gather in digital form
 - "No" on the other items

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Design template

- Design on paper:



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Design template

Logo placement

- Placed on the top
 - Sometimes on the left uppermost corner
 - will appear on every page of your site, in the same place
 - Insures your visitors always know they're on your site and know when they've accidentally moved off the site.

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Design template

Same

- every page template needs to represent the very same "look and feel"

Standards exist for a reason

- putting things where visitors expect to see them helps people use your site

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Design template

Navigation

- Top navigation:** Along the top of the page
- Left navigation:** In a column on the left side of the page
 - We will be using left
- Bottom navigation:** Along the bottom of the main frame

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Design template

Color scheme

The color wheel

- You may remember the color wheel from art class or elsewhere
- Let's review the basics.

Don't be afraid to use white

easy to read: stick to black text on a white background as much as possible

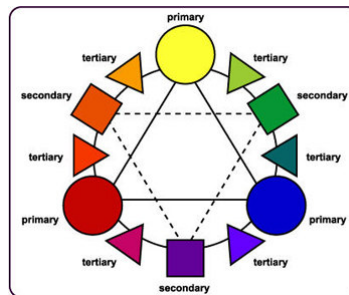
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Design template



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Color Scheme

- **Primary colors:** yellow, red and blue
- **Secondary colors:** orange, green and purple
 - Formed by combining two primary colors
 - Not as powerful--less strong than the primaries

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Color Scheme

- **Tertiary colors**

- primary color combined with the secondary color next to it

- For example: turquoise (green and blue), lime green (yellow and green), crimson (red and violet), red-orange (red and orange), yellow-orange (yellow and orange), blue-violet (violet and blue).

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Color Scheme

- **Keep it simple!**

- Choose two basic colors

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Design template

Fonts

•Serif

- Times New Roman and Georgia

•Sans-serif

- Arial, and Verdana.

•Keep it simple!

- Choose san-serif (Arial or Verdana)

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Design template

Size matters

•various levels of headers

- second-level header sufficiently smaller than top-level

Level 1

Level 2

ETC.

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Images

<http://www.freedigitalphotos.net/>

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Images

Images - Accessibility

Alt-text, alt-text, alt-text

- web navigation tools for vision-impaired people that actually read the contents of your site to the user.

- Rules:

- JPEG **JPEG** (Joint Photographic Experts Group) and **GIF** (Graphic Interchange Format) images
- Size: small (in bytes) as possible
- resolution at **72 dpi** (dots per inch)

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Introduction to Coding

History of hypertext

- Tim Berners-Lee
 - Tim had worked on document production and text processing, and had developed his first hypertext system, 'Enquire', in 1980 for his own personal use.

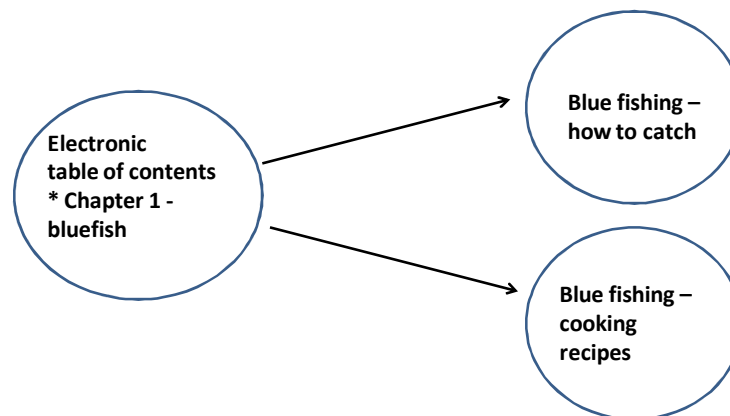
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Enquire Example



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Introduction to Coding

The html interpreter looks for tags:

- * Tags are HTML (hypertext markup language) commands. These are codes which are typed in a web document to control the way the document is displayed by a browser. You must have the tag in the middle of the less (<) and greater (>) than signs. To end the tags use the slash (/) sign after the second less (<) sign.

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Example

```
<HTML>  
<HEAD>  
<TITLE>Title of your page goes here</TITLE>  
</HEAD>  
<BODY>  
Document tags will go here  
</BODY>  
</HTML>
```

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Table Design Examples

www.umb.edu