



# Unit 3 – Web Design

Tooling Up...



# Browse, Author and Publish

## ■ Browse

- To view your site you need Web Browsing software that reads the code on your pages and displays the content the way you “designed” it.

## ■ Author

- Create your web pages either by hand coding the pages using a Text Editor or a WYSIWYG software program.

## ■ Publish

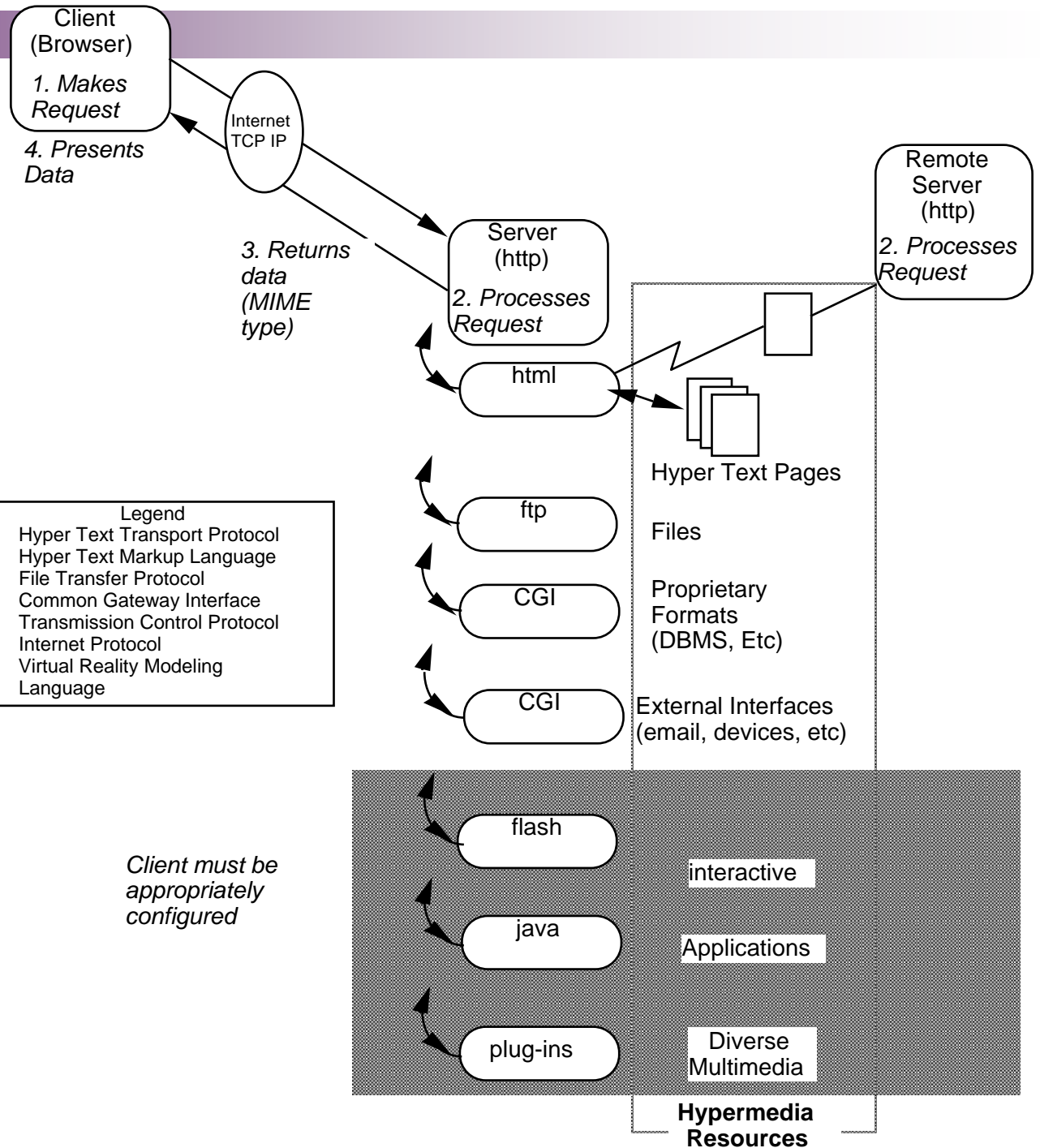
- To make your web site content available on the web the site must be saved to a Web Server.



# The way of the web...simple view

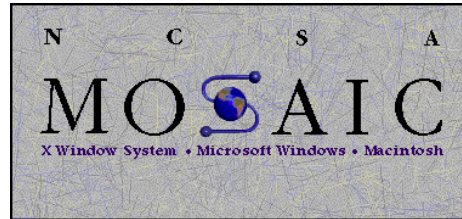
- You author web pages
- You publish web pages
- Some people view your web pages.
- If they like them, they come back.
- If the pages are useful, they come back.
- You are happy they do.
- You might even be paid.

# The Way of the Web....



Legend	
http -	Hyper Text Transport Protocol
html -	Hyper Text Markup Language
ftp -	File Transfer Protocol
CGI -	Common Gateway Interface
TCP-	Transmission Control Protocol
IP -	Internet Protocol
vrml-	Virtual Reality Modeling Language

# Web Browsers and what they do



1992



1994



2004



1995



2003

# What happens while you wait?

- Upon entering web “address”
  - The browser uses the path or IP address to find the document and “get” it from specified server.
- Parses the document to figure out what to display.
  - Reads the mark up language to determine how to display the page.
  - Finds and downloads images, music and other items specified in the page.
- Displays the content in the browser window.
  - Content is displayed as defined by the HTML and scripting languages used by the web page.
  - Some browsers display the same content differently.
- This all can happen in just a few seconds!



# HTML and Web page development

The basics... hand code your  
pages



# Web page development

## ■ HTML Under the hood

- What is Hypertext Markup Language?
- Understanding Tags
  - What are they and why do we need them
- Create page using text editor
  - Open Notepad for Windows
- View Source check out those tags!
  - Open a web page and select View > Source to see web page source used by browser to display page.

# Understanding tags

## ■ Tags

### <html>

- The language used in your document

### <head>

- Head of your document can contain information about the content. Minimally you can title your page.

### <title>

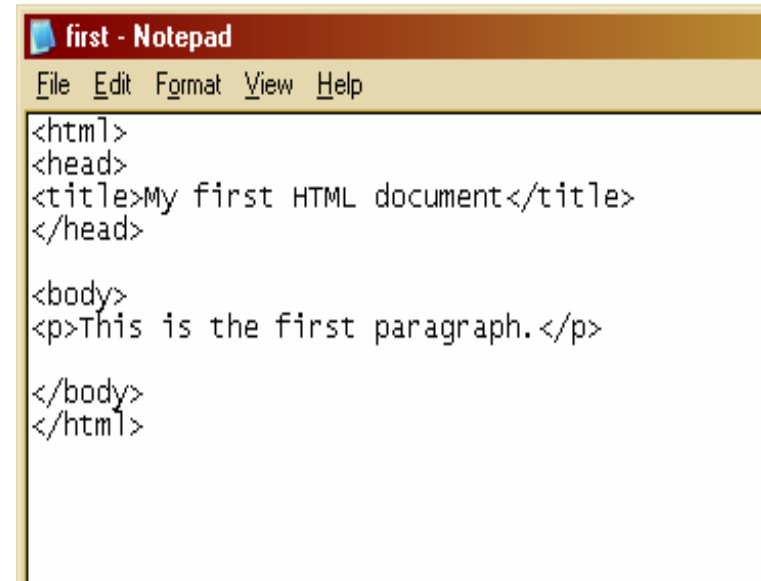
- The title is the text that appears at the top of the browser page and is used as the Favorite text.

### <body>

- Below the body tag you will find the content for your web page

### <P> paragraph

- The paragraph tag treats the text held in it as a paragraph

A screenshot of a Notepad window titled "first - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

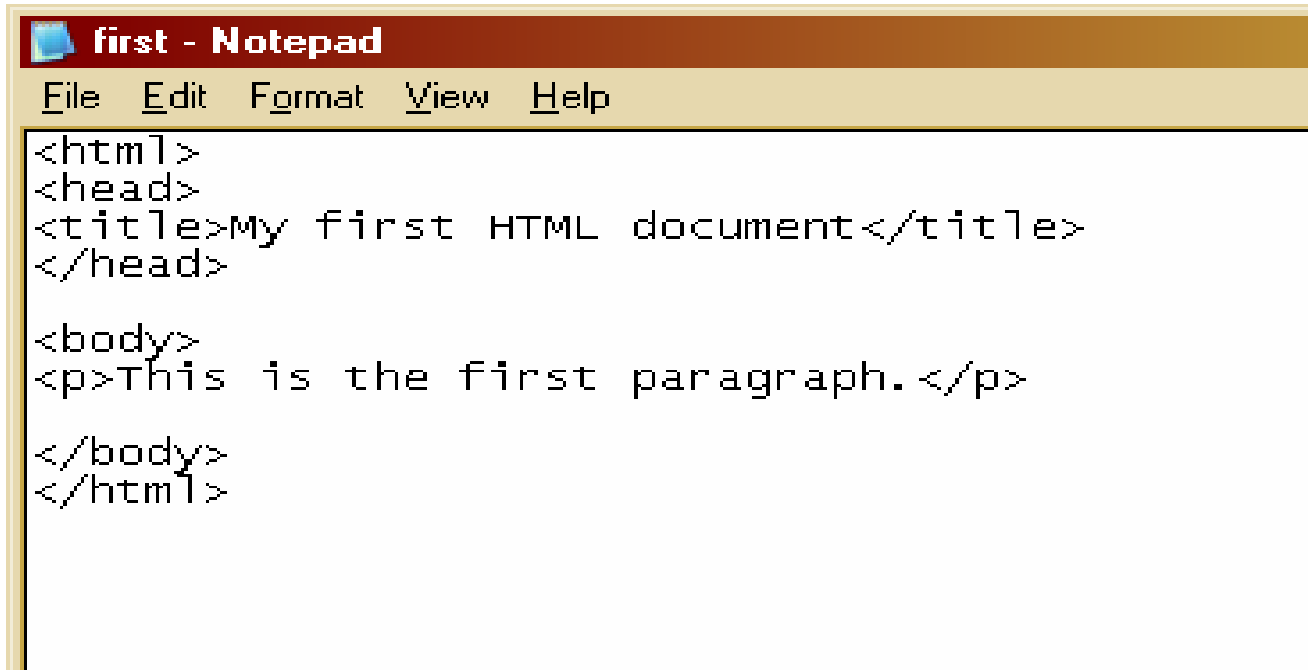
```
<html>
<head>
<title>My first HTML document</title>
</head>

<body>
<p>This is the first paragraph.</p>

</body>
</html>
```

# Create a Web page using HTML

- Open Notepad or WordPad
  - enter your “Source” html
  - save the file as test.htm

A screenshot of a Notepad window titled "first - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

```
<html>
<head>
<title>My first HTML document</title>
</head>

<body>
<p>This is the first paragraph.</p>

</body>
</html>
```



# Check it out

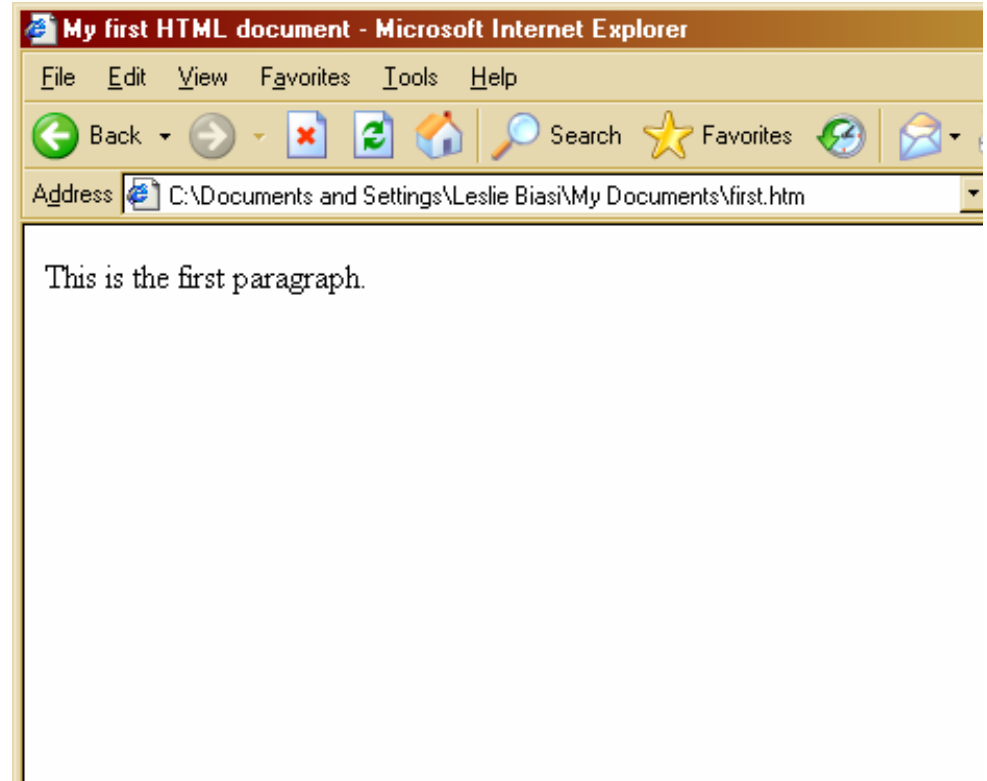
- From your Browser, use 'file' 'open' and 'browse' to the location of the test.htm - then 'open' - 'ok'
- Arrange the test.htm page and browser window so they are side by side

# Compare HTML source with Browser display...

```
first - Notepad
File Edit Format View Help
<html>
<head>
<title>My first HTML document</title>
</head>

<body>
<p>This is the first paragraph.</p>

</body>
</html>
```



# Add more

- Edit your html file by adding more tags and text then save the file.

```
<html>
```

```
<head>
```

```
<title> favorites / bookmark title goes here </title>
```

```
</head>
```

```
<body bgcolor="white" text="blue">
```

```
<h1> MY TROOP </h1>
```

```
<p>Text in a paragraph</p>
```

```
<hr>
```

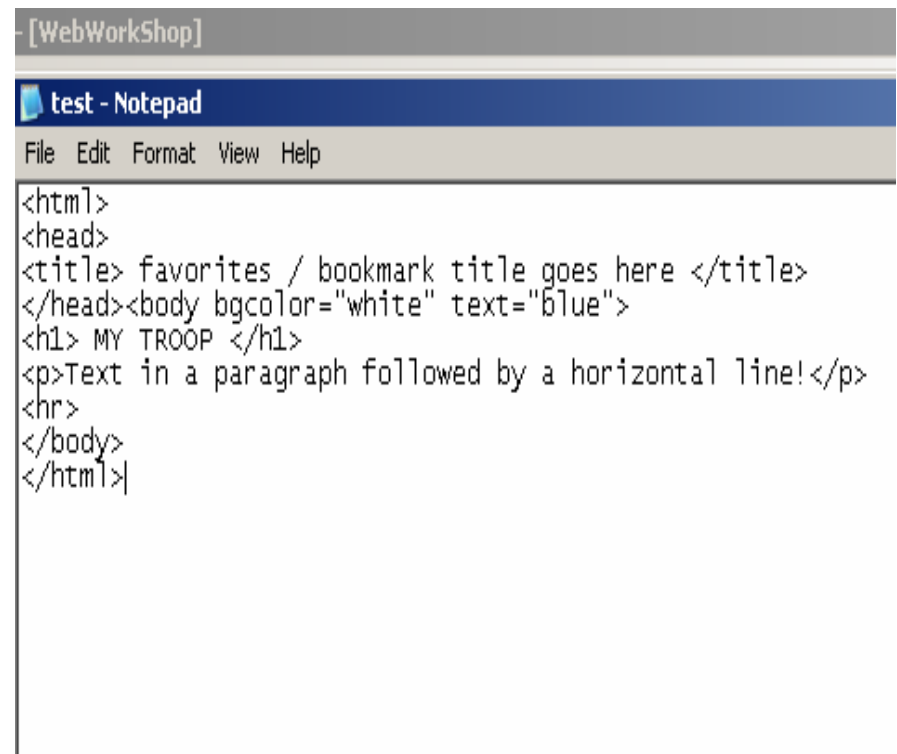
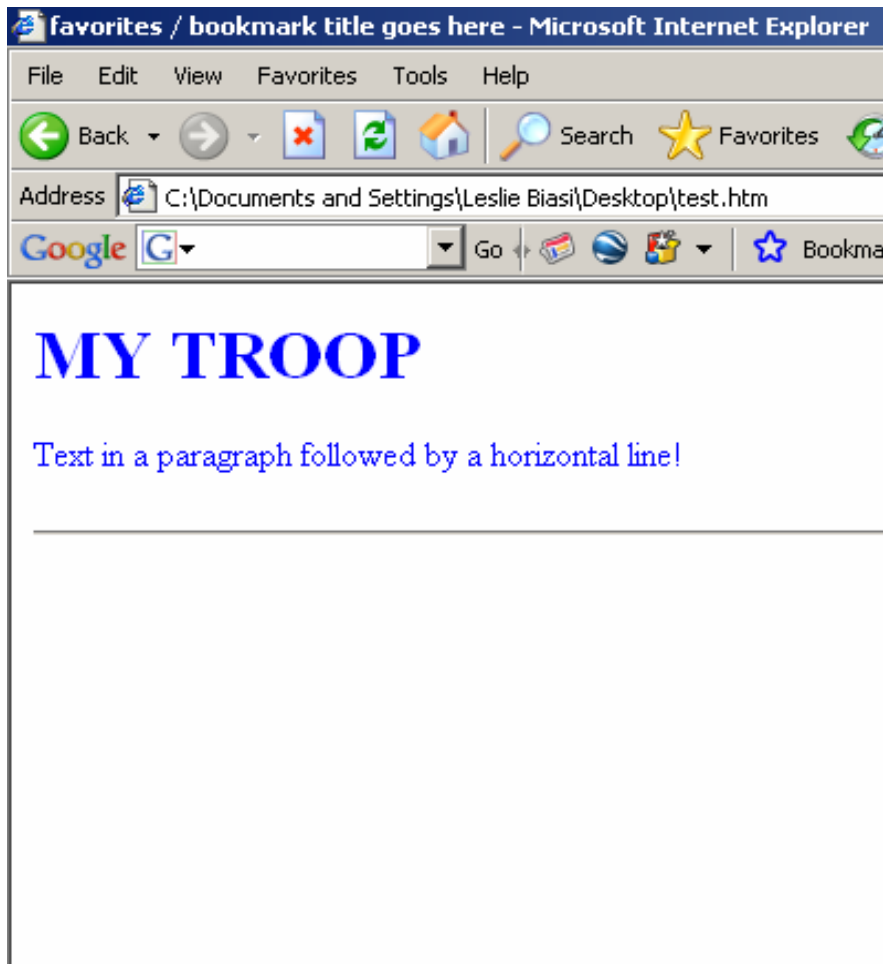
```
</body>
```

```
</html>
```

Refresh your browser window.

The new reworked web page will now appear.

Using this 'back n forth' procedure you can design - finalize the web page - all on the local computer. Then when it's finished just upload it to your web host.



```
pub_e1a[1] - Notepad
File Edit Format View Help

<html>
<head>
<meta name="author" content="CORP - Yates, Noela">
<title>web Publishing Examples: a simple web page</title>
</head>

<body bgcolor="#ffffff" text="#000030" link="#0000ff">

<center>
<h1>web Publishing Examples: a simple web page</h1>
</center>

<hr>

<p>This is an example of a very simple web page. However, even a web page
this simple contains many different formatting commands.</p>

<p>while looking at this web page, take note of as many features as you
can. The most important ones are listed below. Then return to the
previous page, and follow the description about how each of these features
was created using HTML.</p>

<p><em>Things to note:</em></p>

<ul>
<li> the document title
<li> the background colour
<li> the main heading (centred)
<li> the horizontal line across the page
<li> the paragraphs of text
<li> the <em>emphasized</em> text
<li> the bullet list
<li> the link to the previous page
<li> the small, centered copyright notice
</ul>

<p>Follow this link to return to the
<a href="pub_eg1.html">previous page</a>.</p>

<hr>

<center>
<font size=-1>&copy; 1997. University of Queensland, Australia.</font>
</center>
</body>
</html>
```



# Site Design using FrontPage

WYSIWYG Web site  
developing!



# Web Development Exercise;

- Open FrontPage
- Create a new web (File>New>Web)
- Create a one page Web



**New**

Blank page, Text file, From existing page..., More page templates...

**New Web site**

One page Web site..., SharePoint team site..., Web package solutions..., More Web site templates...

**Templates**

Search online for:

[Templates on Office Online](#)

**Recently used templates**

One Page Web Site

Blank page  
Text file  
From existing page...  
More page templates...  
New Web site  
One page Web site...

### Web Site Templates

General Packages SharePoint Services

One Page Web Site	Corporate Presen...	Customer Support W...	Database Interfa...
Discussion Web Sit...	Empty Web Site	Import Web Site Wizard	Personal Web Site
Project Web Site	SharePoint Team Site		

Options

Specify the location of the new Web site:

C:\Documents and Settings\carmody

Browse...

Add to current Web site

Encrypted connection required (SSL)

Description

Create a new Web site with a single blank page.

OK Cancel

Microsoft FrontPage - C:\Documents and Settings\GS01\My Documents\My Web Sites

File Edit View Insert Format Tools Table Data Frames Window Help

Folder List

- C:\Documents and Setting
  - \_private
  - images
  - default.htm

Web Site

Contents of 'C:\Documents and Settings\GS01\My Documents\My Web Sites'

Name	Title	Size	Type	Modified Date	Modified
_private					
images					
index.htm	index.htm	1KB	htm	12/1/2006 8:08 PM	GSTG01\c

Confirm Rename

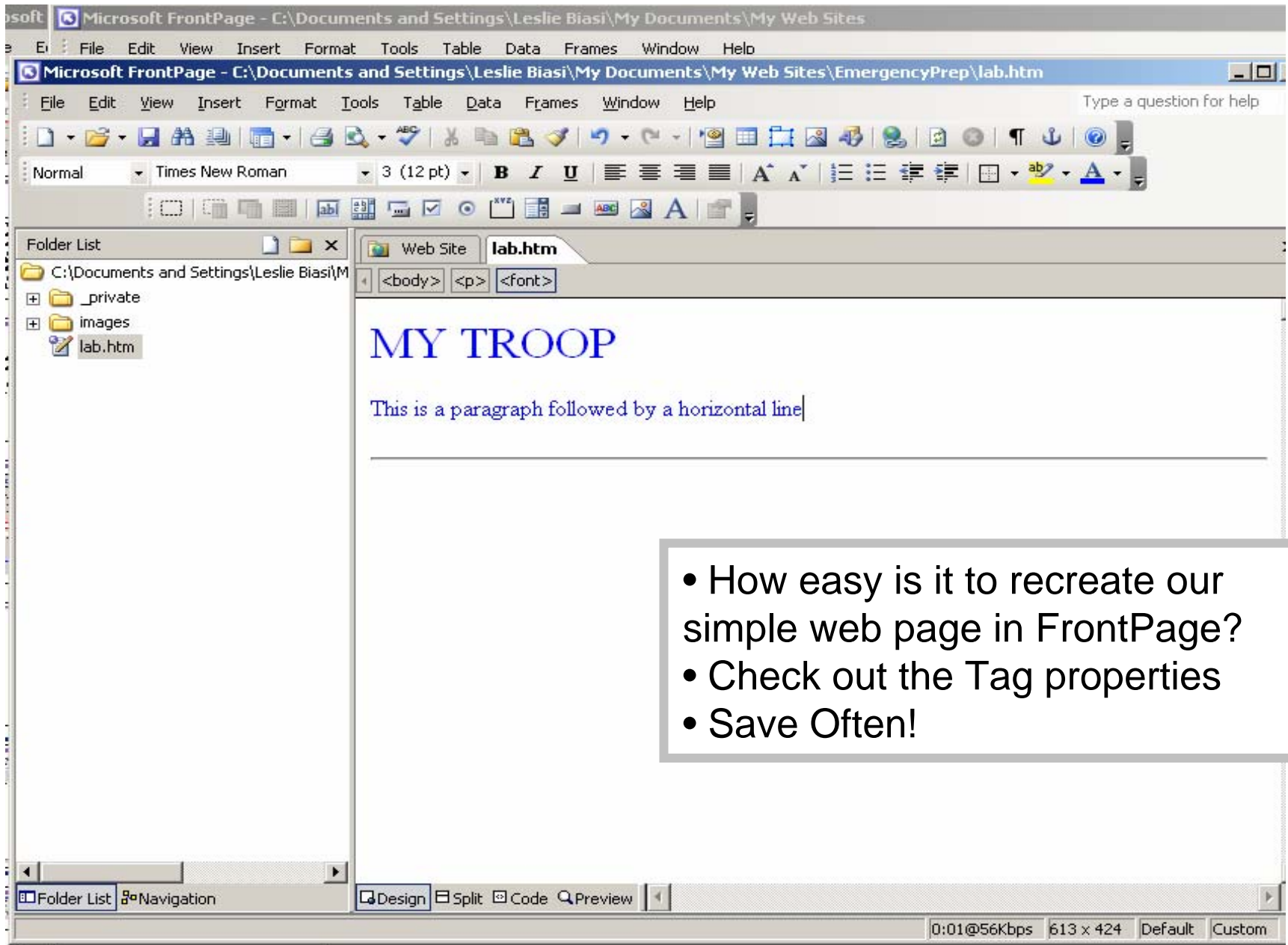
Are you sure you want to rename "index.htm", the home page of your web site?

You are renaming the home page for your web site. This could cause broken links, broken link bars and errors when publishing.

Don't show me again.

Yes No

Rename the index.htm file to "default" and confirm by clicking "Yes"



- How easy is it to recreate our simple web page in FrontPage?
- Check out the Tag properties
- Save Often!

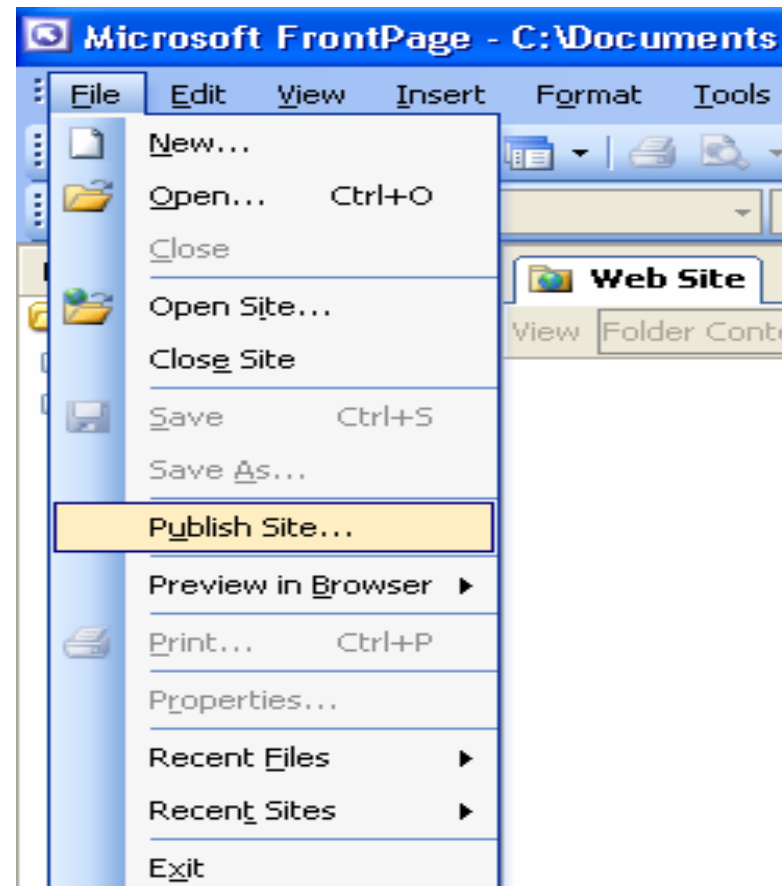


# Explore FrontPage

- Play with FrontPage – just start typing, insert clipart, images, text, whatever
- Test design by using “Preview in Browser”
- Create more pages, play with the templates available
- Publish your site!

# Web Exercise; Publishing

Publish your web site;  
(File>Publish Web)





- Remote Web Site Properties.

- `ftp://ftp.technology-goddesses.com/Webip/1`

- replace the “1” with your laptop number

- If you get the message that a web directory doesn't exist at that location, go ahead and say “Yes” to create

- Enter the username and password I tell you

### Remote Web Site Properties

Remote Web Site | Optimize HTML | Publishing

Remote Web server type:

- FrontPage or SharePoint Services**  
The Remote Web server supports FrontPage Server Extensions or SharePoint Services.
- WebDAV**  
The Remote Web server supports Distributed Authoring and Versioning.
- FTP**  
The Remote Web server supports File Transfer Protocol.
- File System**  
Use a folder on your computer or on a network as the Remote Web site.

Remote Web site location:

FTP directory:

Use Passive FTP

ftp://ftp.technology-goddesses.com/Webip/1

**Use your laptop number as the destination folder.**

If you do not have a Web hosting service, find one that supports the FrontPage Server Extensions or SharePoint Services by using the Web Presence Provider search page.

[Click here to learn more.](#)

OK

Cancel

- + \_private
- + images
- clc.htm
- compass2.gif

Local Web site C:\Documents and Settings\carmody...

Remote Web site

Name	Status	Modified
------	--------	----------

Name	Status	Modified
------	--------	----------

**Name and Password Required** [X]

This operation requires end-user permission for ftp://girls.technology-goddesses.com.

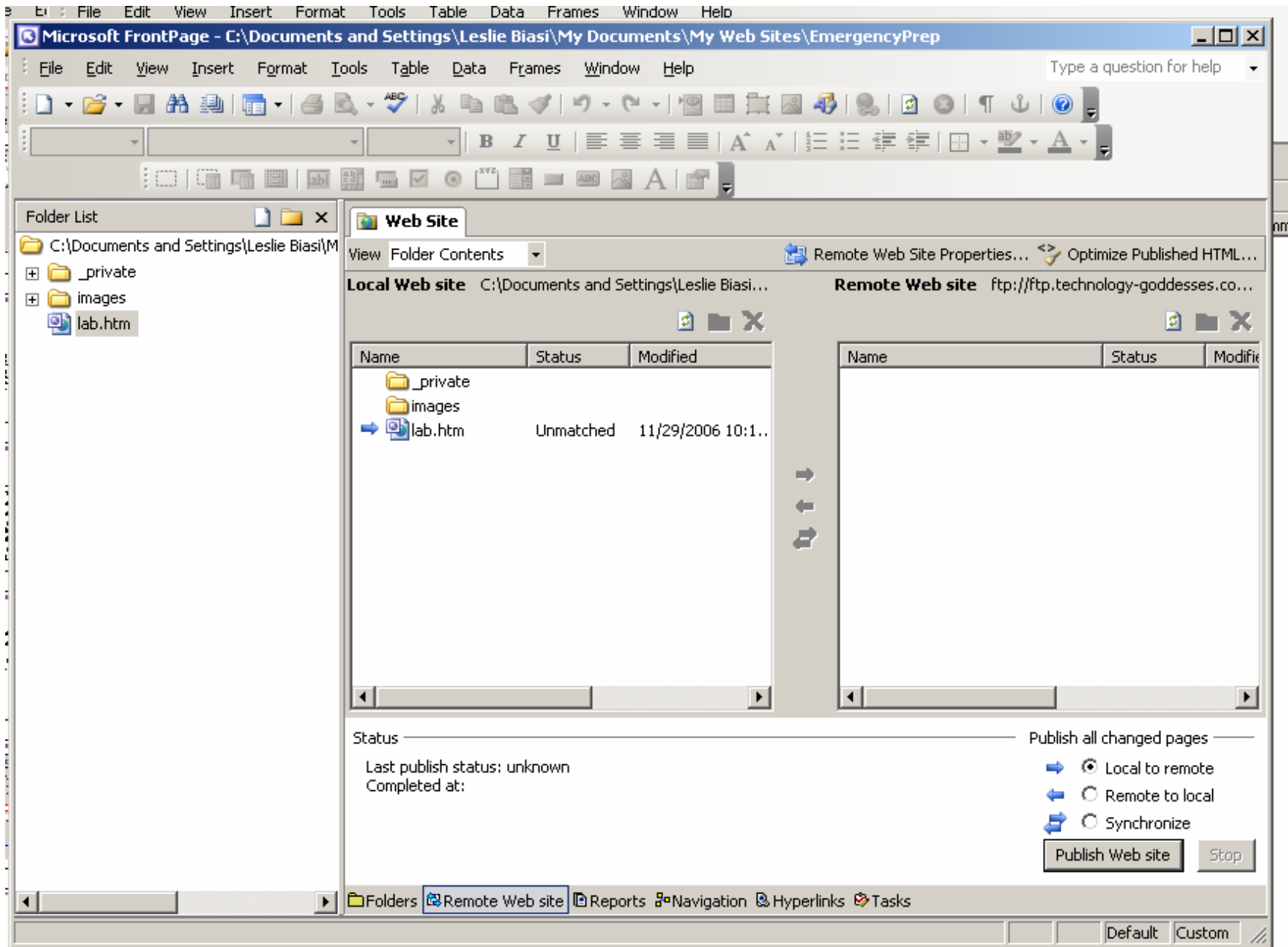
Name and password are case sensitive.

Name:

Password:

OK Cancel





9 View Folder Contents Remote Web S

**Local Web site** C:\Documents and Settings\GS01\My Documents\My Web Sites

**Remote Web site** ftp://ftp.techr

Name	Status	Modified	Author	Type
_private				
images				
default.htm	Unchanged	12/1/2006 8:30 PM	GSTG01\...	htm

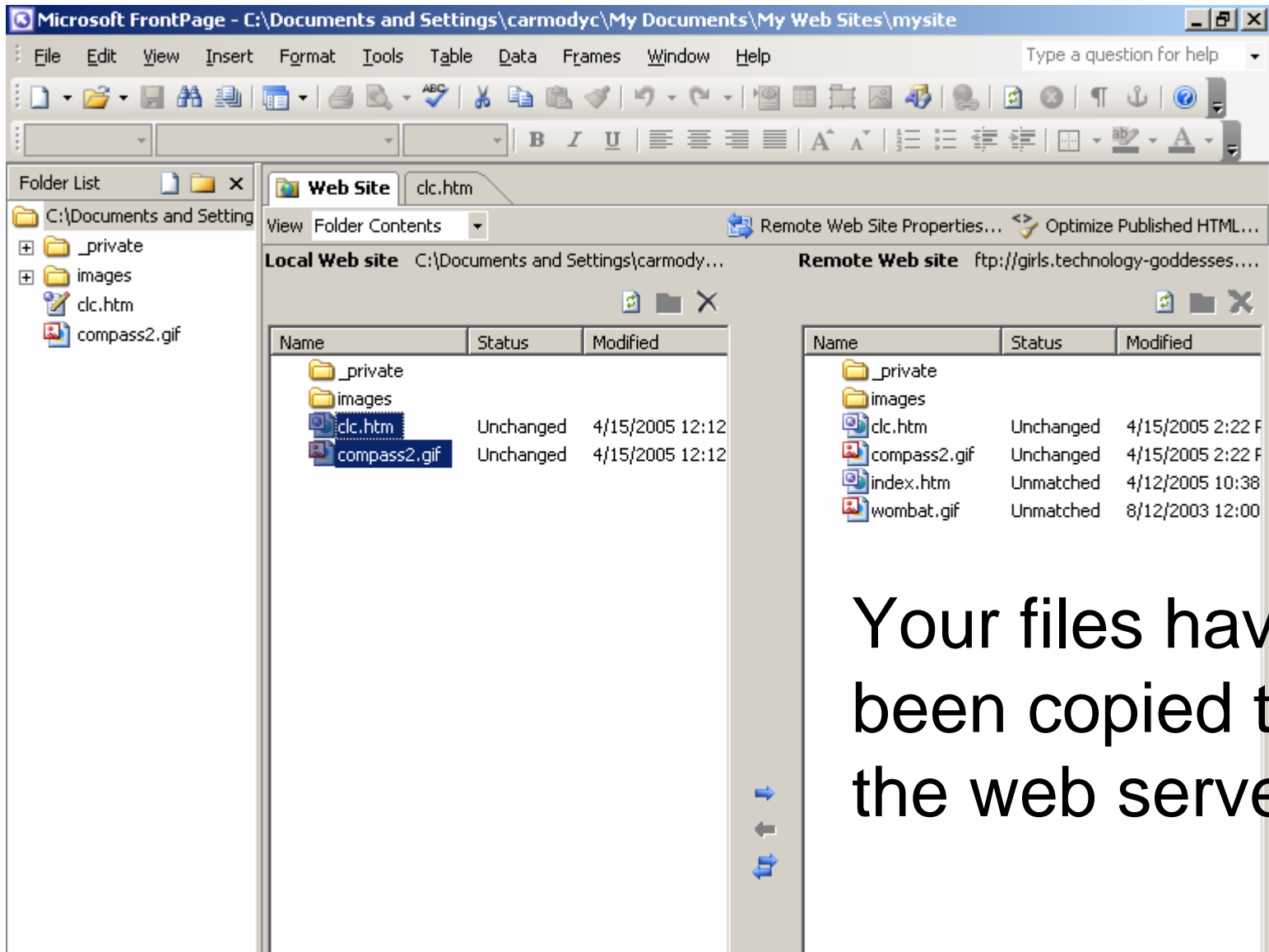
Name	Status
1	
2	
3	
4	

**Confirm Copy**

Copying 'C:\Documents and Settings\GS01\My Documents\My Web Sites\default.htm' to 'ftp://ftp.technology-goddesses.com/webip/default.htm'

Cancel

Unmatche  
Unchange



Your files have been copied to the web server!



Check out your published page at:

<http://www.technology-goddesses.com/Webip/1>

**Replace the number “1” with your laptop number**

Edit your site and publish again as needed.