

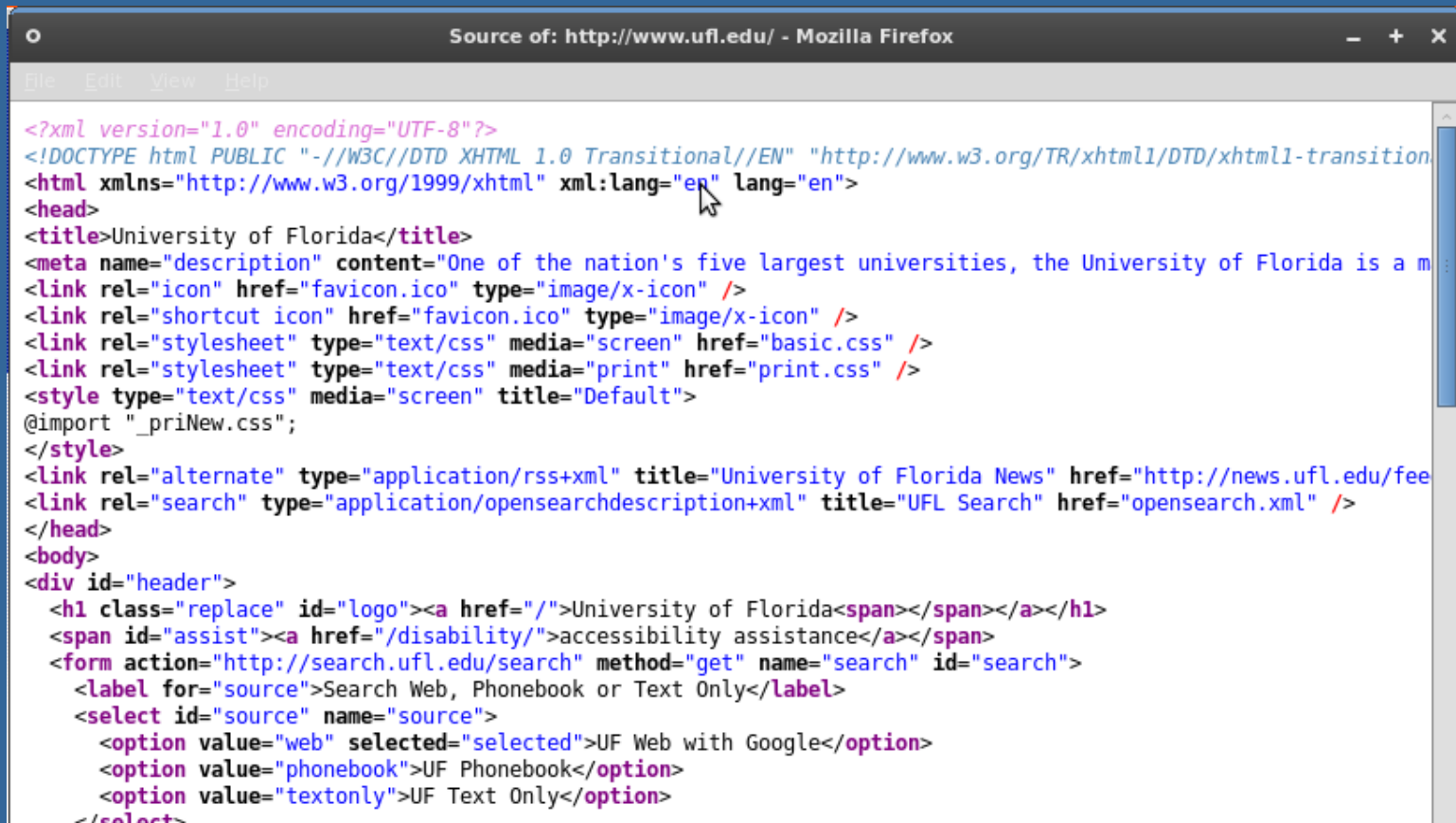
Introduction to Webdesign

Grad Forum
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> What's a website?

> HTML: HyperText Markup Language



```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<title>University of Florida</title>
<meta name="description" content="One of the nation's five largest universities, the University of Florida is a m
<link rel="icon" href="favicon.ico" type="image/x-icon" />
<link rel="shortcut icon" href="favicon.ico" type="image/x-icon" />
<link rel="stylesheet" type="text/css" media="screen" href="basic.css" />
<link rel="stylesheet" type="text/css" media="print" href="print.css" />
<style type="text/css" media="screen" title="Default">
@import "_priNew.css";
</style>
<link rel="alternate" type="application/rss+xml" title="University of Florida News" href="http://news.ufl.edu/fee
<link rel="search" type="application/opensearchdescription+xml" title="UFL Search" href="opensearch.xml" />
</head>
<body>
<div id="header">
<h1 class="replace" id="logo"><a href="/">University of Florida</a></h1>
<span id="assist"><a href="/disability/">accessibility assistance</a></span>
<form action="http://search.ufl.edu/search" method="get" name="search" id="search">
<label for="source">Search Web, Phonebook or Text Only</label>
<select id="source" name="source">
<option value="web" selected="selected">UF Web with Google</option>
<option value="phonebook">UF Phonebook</option>
<option value="textonly">UF Text Only</option>
</select>
```

> What's a website?

> Server

- » Computer: where files are stored
- » Software: handles request from users

> Web Browser

- » Mozilla Firefox
- » MS Internet Explorer
- » Safari
- » Opera



server



user

> What can you put on a web page?

- › Text
- › Images
- › For everything else, you need plug-ins
 - » Adobe PDF
 - » Adobe Flash
 - » Java
 - » ...
- › Static vs dynamic

> What is an URL?

- › URL: Uniform Resource Locator

- › Structure of an URL

 - » <http://zoology.ufl.edu/zgsa/gradforum.html>

> What is an URL?

> Structure of an URL

» <http://zoology.ufl.edu/zgsa/gradforum.html>



Main domain

> What is an URL?

> Structure of an URL

» <http://zoology.ufl.edu/zgsa/gradforum.html>


Sub domain

> What happens when you type an URL?

> Structure of an URL

» `http://zoology.ufl.edu/zgsa/gradforum.html`

Directory



File

> What is an URL?

> Structure of an URL

» **http://**zoology.ufl.edu/zgsa/gradforum.html

↑
Protocol

> What is an URL?

> Structure of an URL

» <http://zoology.ufl.edu/zgsa/gradforum.html>

What is your
computer
supposed to do
with this file?

Where is the
computer?

Which file on this
computer?

Physical location

<http://64.233.187.99/> equivalent to <http://www.google.com>

> What is an URL?

> Case sensitivity

» <http://zoology.ufl.edu/zgsa/gradforum.html>

Case insensitive

Case sensitive

<http://ZOoIoGy.UFI.EDU/zgsa/gradforum.html>

> Fonts

- > Fonts **MUST** be on the hard-disk of your visitors
- > Three types of fonts
 - » Serif: Times New Roman, Georgia
 - » Sans-serif: Arial, Verdana, Trebuchet
 - » Monospace: `Courier`
- > Use styles to provide alternative fonts

> Colors

- › Use contrast
- › Be sober, things to avoid: **ex1**, **ex2**, **ex3**
- › No blinking/animations
- › About 10% of men are colorblind...
- › RGB Hexadecimal system
- › Use tools to choose your colors
 - » <http://www.colorsontheweb.com/>

> Graphics: drawings and photos

- › Use PNG for drawings (SVG best)
- › Use JPG for photos
- › Resize to display sizes
- › Examples
- › Text is text, images are images
- › Always provide alternative text
- › Respect case of extensions
 - » photo.JPG vs photo.jpg

Avoid doing this

> HTML

- › HyperText Markup Language
- › 74 words, only 15 commonly used
- › Hard on spelling but loose on grammar
- › Different dialects
- › Basic structure of a HTML document

> Diversity of your visitors (and of their computers)

- › Size of the screen/resolution
- › Dial-up connexions
- › Disabled
- › Different browsers
- › Standards
 - » <http://www.w3.org/>
 - » <http://www.webstandards.org/>

> Standards

> Validate your HTML

- » <http://validator.w3.org/>

- » Web-developer toolbar extension

- » Some examples (non-biased)

> Layout: no frames, no tables, just <div>

> Why should I bother? After all, my website look the way I want...

> Standards

> Accessibility

» Software/machines

- Search engines
- Old browsers
- Conversion

» People

- Disabilities

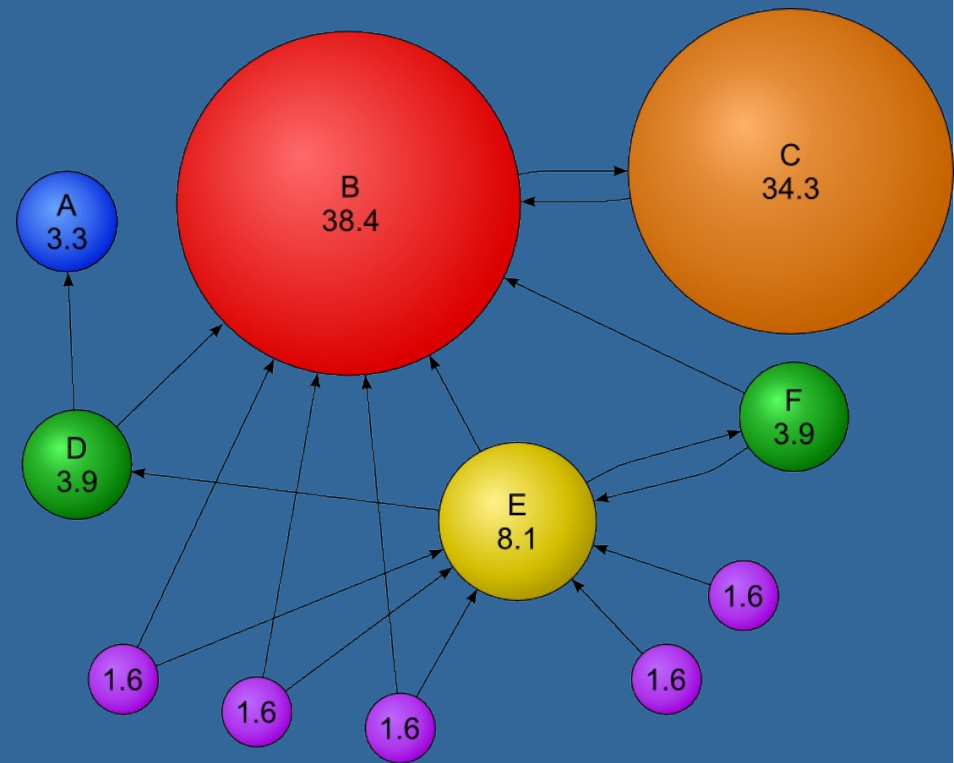
> Stability

> Example with zoology website

> Google and Search engines

> Google algorithm

- » Google PageRank (TM): [example](#)
- » Number of occurrences of the words
- » Where the words occur in the page (url, title)
- » Context of the word
- » What link to the page
- » Frequency of the updates



> CSS

> Cascading Style Sheets

- » Decouples content and look
- » Standards friendly
- » Easier to maintain/update your website
- » Possibility of introducing a little bit of dynamism

> Real time examples

- » `` vs CSS
- » Changing colors on ZGSA website

> Things to avoid

> Links

> Relative and absolute paths

» Absolute

- `http://zoology.ufl.edu/zgsa/officers.html`
- `file://c://Documents and Settings/John Doe/Desktop/`

» Relative

- `../images/button.png`

» Make sure you know what your software do

> New window

» ``

> Links

> What can you link **from**?

- » Text
- » Images

> What can you link **to**?

- » Another page
- » Same page but different location
- » File
 - Be careful with default associations
- » Example

> Easy navigation

- › Be consistent
- › Always provide an easy way to go back home

> What to use to make a website?

- › Text editor (syntax coloration may help)
- › Open-source and cross-platform software
 - » Kompozer
 - » Amaya
- › Non-open
 - » FrontPage, iWeb
 - » Dreamwaver
- › I would avoid
 - » Publisher, Word

> Hosting options

> Non-UF

» Free, nothing to worry about, not very flexible

- <http://pages.google.com>
- <http://pages.yahoo.com>

» Your own domain name and hosting options

- <http://godaddy.com>
- Things to look for: bandwidth, amount of hard-disk space

> Hosting options

> UF

» ex-zoology/botany website:

- Address: <http://www.zoology.ufl.edu/yourgatorlink>

» University:

- Address: <http://plaza.ufl.edu/yourgatorlink>

> Transferring files to the server

> FTP (File Transfer Protocol)

- » FileZilla

- » FireFTP (extension for Firefox)

> Windows share

- » Instructions at:

- http://www.zoology.ufl.edu/faq/#Zoo_Resources

> Copyright

- › Clearly state the copyright and the license for the content of your website
- › ... in particular if you use content that you took somewhere else
- › There are no safe ways to protect your pictures
- › If you are concerned: read [this](#)
- › Learn more about Creative Commons
 - » <http://creativecommons.org/>

> Advices

- › Keep your website updated
- › Check your links (in particular external) often
- › Don't delete/rename your pages
- › Be curious

> Resources

> HTML

» <http://www.w3.org/>

> CSS

» Lists, menus: <http://css.maxdesign.com.au/>

> Other useful site:

» <http://www.w3schools.com/>

> Google is your friend