ATSC 212
html – Day 1
Web Authoring

Roland Stull

rstull@eos.ubc.ca

Web Philosophy

- Content is everything.
- Style is nothing**.

  (**until recently)

- Hypertext
  - "Hot" words or images can expand to give more **info**.   --> links
  - html = "hypertext markup language"
    - ascii text (can create it on a text editor)
    - achieved by inserting special "tags" that tells a web browser what to do.

Markup: html tags

- Characteristics of portions of the text are defined with <u>beginning</u> and <u>ending</u> tags (i.e., words and symbols with special meaning in html)
- Examples:
  - **\<p>This is a paragraph.\</p>**
  - **\<h1>An important heading\</h1>**
  - **\W3C**
  - **\word**
  - **\some text ...**

3

Markup Applies to Whole Doc

\<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">

\<html>

    \<head>

        \<title> *your document's title* **\</title>**

    \</head>

    \<body>

        replace with your content

    \</body>

\</html>

4

…but we will use an authoring tool.

- Many web authoring tools exist.
  - DreamWeaver ($$ adobe)
  - Expression Web ($$ microsoft)
  - SharePoint Designer (microsoft)
  - KompoZer (free)
  - Etc.
- These tools write the html ascii text for you, help you manage your whole web site, and help you upload it to your server.
- The $$ web-authoring tools work best. (You get what you pay for.)

Creating, Uploading, Viewing

- **Create html document on your own "local" computer.**
- **Upload a copy of this document to a different computer that runs a web-server program (such as Apache).**
- **Make any edits or changes on your local machine, and then synchronize (upload the changed parts to the server).**
- **Anyone with internet access can view your web page with a Browser, which is a program that knows how to follow the instructions contained in the html tags.**

Creating, Uploading, Viewing – part 2

- **But for our case, our "local" machine (eidolon) happens to also be a web server.**
- **So we don't need to do any uploading. We just need to be sure that the right files are in the right places on eidolong.**

Tips for Making an attractive Web Page

(Regardless of whether you type html or use an authoring tool.)

- Don't put too much info on any one web page
  (instead, use links to other pages)
- Don't use too many different font styles
  (just because you can, doesn't mean you should)
- Use a common header and footer on each page,
  with standard web navigation links
  (e.g. [home | students | labs | help])
- Allow maximum flexibility for sentence wrapping
  and automatic table resizing.
- Use a web standard.
- Test on different web browsers.

More Tips .

- Don't use rare or unusual fonts. Let the browser pick the font.
- Use only web-safe colours.
- Do NOT put your email address or phone number as ascii (html) text on your web page. Instead put them in a graphic image.
- Use a separate graphics program to make scale your photograph or image to the desired final (very small) size for your web page. Don't force the browser to scale down large images.
- Don't use lots of "boiler-plate" or "eye-candy" images that waste time for the user to download.

More Tips ..

- Use lower-case letters for all file names.
- Inside every folder (directory), always name one file "index.html" . This is the file that browsers will open automatically if they are directed to that folder.
- You also can have other files (html documents, images, etc.) in the same folder. Hopefully you have links to all these from your "index" file.
- Normally, the "index" file in the outermost folder is your "home page".
- File names should be different from the Title of each web page. When a browser reads the file, it displays the Title somewhere (in the title bar, in a mouse-over pop-up window, or in bookmarks).   Good titles help web search engines (e.g., Google) find your page.

More Tips …

- Web pages can include imbedded image files of the following types:
  - .gif - good for line drawings and solid fills
  - .jpg - good for photographs
  - .png - like jpg only more efficient
  - and a few more
- Also, some movies and audio files can be presented.
- Links to other image file types, such as .pdf , can be opened in separate windows by adobe reader plug-ins.
- Links to other file types can cause the image to be downloaded to your local hard disk.

W3C - World Wide Web Consortium

- http://www.w3.org/
- W3C develops interoperable technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential.
- W3C is a forum for information, commerce, communication, and collective understanding.
- KompoZer (evolved from Nvu) authoring tool conforms to W3C standards

W3C Guides - Intro

- For writing the html tags yourself (i.e., not using an authoring tool)
- http://www.w3.org/MarkUp/Guide/
  - start with a title
  - add headings and paragraphs
  - add emphasis to your text
  - add images
  - add links to other pages
  - use various kinds of lists

W3C Guides - Advanced

- http://www.w3.org/MarkUp/Guide/Advanced.html
  - force line breaks
  - introduce non-breaking spaces
  - use entities for special characters
  - link into the middle of pages
  - use preformatted text
  - flow text around images
  - define clickable regions within images
  - create tables
  - use roll-overs and other tricks

W3C Guides - Style:
Cascading Style Sheets (CSS)

- http://www.w3.org/MarkUp/Guide/Style.html
  - use the style element
  - link to separate style sheets
  - set page margins
  - set left and right and first-line indents
  - set the amount of whitespace above and below
  - set the font type, style and size
  - add borders and backgrounds
  - set colors with named or numeric values
  - add style for browsers that don't understand CSS

15

KompoZer User Guides

- User Guide
  - http://www.charlescooke.me.uk/web/kz-ug-home.htm
    [Can have this html version of the guide open in a separate window, while you are authoring with KompoZer in another window.]
  - http://www.charlescooke.me.uk/web/kz_user_guide-ss.pdf
    (same as above, but printable)
- Help menu in KompoZer
  - Excellent! FAQs. Forum with answers to your questions. Online manual. Tips, Etc.
- Our ATSC 212 course Discussion bulletin board
  - Where you can post questions and answers for other students in this class. (Monitored by instructors & TA.)

16

Goals for Today's Lab

- Learn by using KompoZer to:
  - Insert tables, images, links, special characters, horizontal lines.
  - Apply colours, create lists, change alignments, assign header formats.

- Activities
  - Create a web site for a mock business.

Summary.

- Html is ascii text with special tags
- KompoZer "marks up" (adds tags) for you, making it easier to author web pages.
- Allow as much flexibility in your web pages as possible. Don't use impossible fonts, colours, image sizes, table widths, etc.

Any Questions so far?