ATSC 212 - Week 2 Web Authoring

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1

Web Philosophy

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

• 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



3

4

- 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:
 - This is a paragraph.
 - <h1>An important heading</h1>
 - W3C
 - word
 - some text ...



<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd"> <html> <html> <head> <title> your document's title </title> </head>

<body>

replace with your content

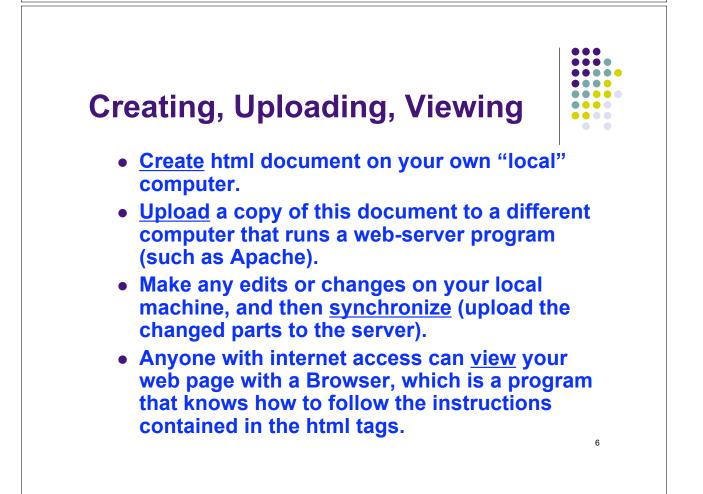
</body>

</html>

...but we will use an authoring tool.



- Many web authoring tools exist.
 - DreamWeaver (\$\$ adobe)
 - GoLive (\$\$ adobe)
 - FrontPage (\$\$ 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. Part 2: We will...



- <u>Create</u> using KompoZer... on the local computers in this lab, or at home.
- <u>Backup</u> your resulting files... on your own memory stick, disk, or email to home.
- <u>Test</u> by viewing your files on a browser.
- <u>Upload</u> using FileZilla... to the web-serving computer named "eidolon". (Note: files might be erased after term ends.)
- View using FireFox or Mozilla

Tips for Making an attractive Web Page



8

7

(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. [<u>home</u> | <u>students</u> | <u>labs</u> | <u>help</u>])
- 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 plugins.
- 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

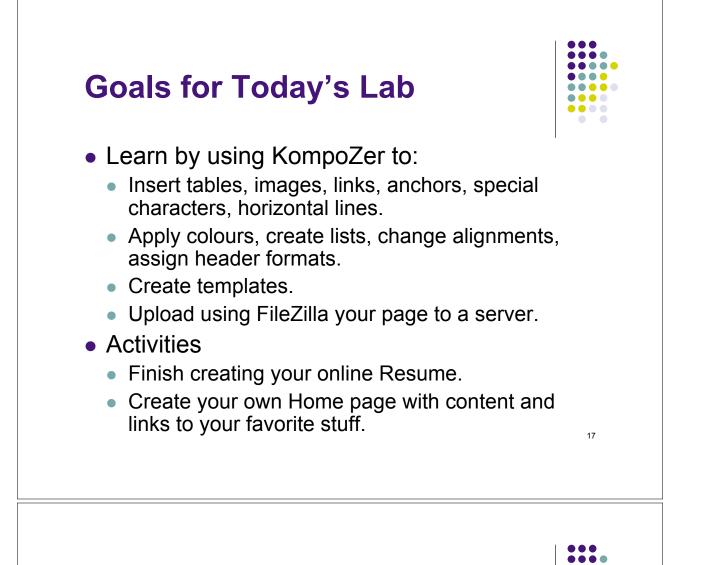
- http://www.w3.org/MarkUp/Guide/Advanced .html
 - force line breaks
 - introduce non-breaking spaces
 - use entities for special characters
 - link into the middle of pages
 - use preformatted text
 - flow text around images
 - define clickable regions within images
 - create tables
 - use roll-overs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

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.]
 - <u>http://www.charlescooke.me.uk/web/kz_user_guide-ss.pdf</u> (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.)



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?

Intermission

- Health break for 5 minutes
- After which you
 - Follow along with Stull's demo.
 - Extend this initial work to finish your home page and your resume.

Using Microsoft Window Explorer, Create this directory structure on your local computer.

- website (folder)
 - resume (folder)
 - weather (folder)**

^{**}or physics or engineering or geography or travel, etc.

...next, using Windows Explorer, copy photo and/or pdf files into your folders



21

- website (folder)
 - index.html (your home file)
 - resume (folder)
 - Any other photo files, pdf files, html files that you want to become part of your resume.
 - weather (folder)**
 - Any other photo files, pdf files, html files to be associated with your favorite weather**.

**or Physics, or Engineering, or Travel, etc.

...then, using KompoZer, we will add html files to combine all into web page

- website (folder)
 - index.html (your home file)
 - resume (folder)
 - index.html (your resume file)
 - Any other photo files, pdf files, html files associated with your resume.
 - weather (folder)**
 - index.html (your main weather** page, including links to your favorite weather** server web sites, photos of your favorite storms**, etc.)
 - Any other photo files, pdf files, html files associated with your favorite weather**.