

# ATSC 212 - Week 2

## Web Authoring

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## 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.

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## Markup: html tags

- Characteristics of portions of the text are defined with beginning and ending tags (i.e., words and symbols with special meaning in html)
- Examples:
  - `<p>This is a paragraph.</p>`
  - `<h1>An important heading</h1>`
  - `<a href="http://www.w3.org/">W3C</a>`
  - `<font color="yellow">word</font>`
  - `<font face="Times">some text ...</font>`

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## 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>
```

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## ...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.)

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## 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.

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## Creating, Uploading, Viewing. Part 2: We will...



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

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## 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.

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## 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.

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## 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.

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## 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.

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## 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

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## 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

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## 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

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# 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

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# 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](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.)

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## Goals for Today's Lab



- Learn by using KompoZer to:
  - Insert tables, images, links, anchors, special characters, horizontal lines.
  - Apply colours, create lists, change alignments, assign header formats.
  - Create templates.
  - Upload using FileZilla your page to a server.
- Activities
  - Finish creating your online Resume.
  - Create your own Home page with content and links to your favorite stuff.

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## 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?

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## 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.

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

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

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\*\*or physics or engineering or geography or travel, etc.

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



- 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.

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## ...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\*\*.

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