## ATSC 212 - Week 2 Web Authoring

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#### **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



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- 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>
  - <a href="http://www.w3.org/">W3C</a>
  - <font color="yellow">word</font>
  - <font face="Times">some text ...</font>



<!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

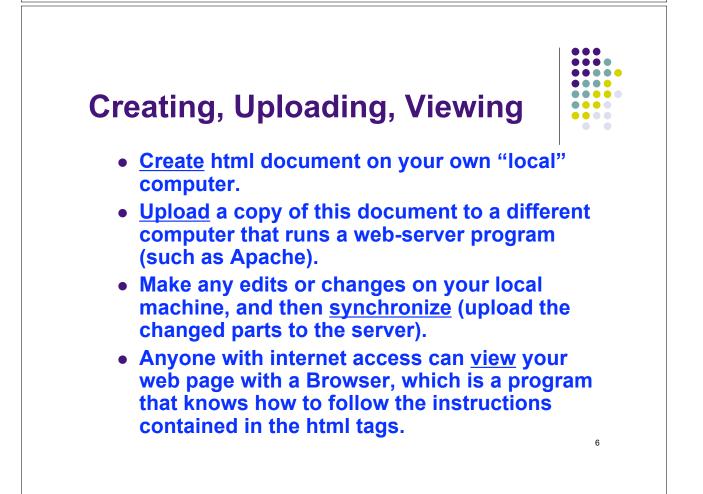
</body>

</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



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(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

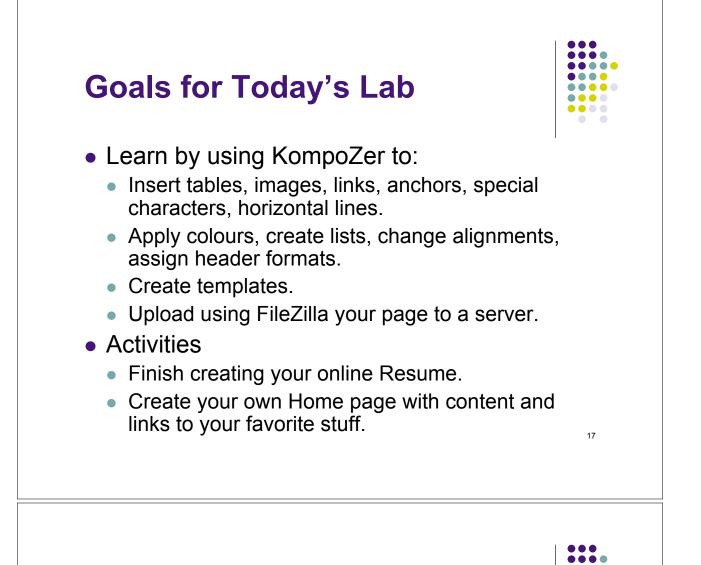
- http://www.w3.org/MarkUp/Guide/Advanced .html
  - force line breaks
  - introduce non-breaking spaces
  - use entities for special characters
  - link into the middle of pages
  - use preformatted text
  - flow text around images
  - define clickable regions within images
  - create tables
  - use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

<sup>\*\*</sup>or physics or engineering or geography or travel, etc.

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



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- 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\*\*.