

January 12, 2007: Day 6

# **WEB 1001: INTRODUCTION TO WEB DESIGN**

# ADVANCED HTML

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- ✘ Embedding music
- ✘ Embedding videos
- ✘ `<object>` tags are the standard. You probably have to look up the code for posting certain kinds of content.
- ✘ Remember that a user must have the plug-in to view the content. So stick to common plug-ins, like QuickTime and Flash. People don't want to download extra plug-ins.

## THE NEXT STEP...

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- ✘ Now that you know something about HTML and CSS, it's a good idea to practice. Practice making layouts, doing designs, and thinking up color schemes.
- ✘ It might also be time to start learning a web programming language. Something like PHP or ASP.NET.

# HTML IS STATIC. IT NEVER CHANGES.

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- ✘ What's the difference between a static page and a dynamic page?
- ✘ Amazon.com is dynamic, it's ever changing, with information that is constantly being changed and added.
- ✘ HTML by itself can't change unless you change it manually. Obviously, huge sites like eBay, Amazon, etc. can't be static because there's too much information to keep track of manually.
- ✘ Web programming is how you make dynamic websites, pulling information from data sources like databases or web services.
- ✘ Everything useful on the web is dynamic, services are always programmed.
- ✘ Dynamic also means that you can use web programming to make coding a website easier, using automated templates or building complex algorithms to do something useful.

# CLIENT-SIDE SCRIPTING

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- ✘ Many web browsers support JavaScript, a client-side scripting language. Client-side scripting means that the scripts are run on the user's computer, instead of on the server (web programming).
- ✘ The downside is that anyone can see what your script is, thus it's a security risk, however, by combining server and client-scripting, you can make powerful interactive websites. This technology is called AJAX and is the new wave of the Internet technologies. If you can learn to be an AJAX programmer, you will be a wanted person.

# BEING AN ALL-AROUND PERSON

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- ✘ Knowing HTML and CSS won't get you anywhere. Anyone can be a master within weeks. What it takes to be a web designer is knowledge of many different technologies, perhaps even some experience with programming.
- ✘ Graphic design, Flash animation, and programming are all useful abilities of a web designer. A web designer needs to know graphic design to actually *design* a website. What I've taught you are the tools to making that website... many web designers learn Photoshop as it's the premier image editing software for web designers.

# USA: USABILITY, SEO, AND ACCESSIBILITY

- ✘ A web designer should know about 3 basic elements of web design, usability, SEO, and accessibility (USA).
- ✘ Usability is how well a client can navigate and understand your website.
- ✘ SEO is how well a search engine can index your website.
- ✘ Accessibility is how accessible your website is to many different types of people (including search engines).

# PUBLISHING YOUR WEBSITE

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- ✘ As an aspiring web designer, you may be wishing to show your page to the world. Even though I feel sorry for those who would happen upon your “website,” I will show you how to publish your site to the web.
- ✘ There are two ways, right now you’ll probably have to use free web hosting, as the other costs money.

# MANY DIFFERENT SITES

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- ✘ Google has Googlepages, but that's only if you have a Gmail account.
- ✘ Freewebs.com is a good web host.
- ✘ Most, if not all, free web hosts put ads on your site.
- ✘ Free web hosts are a good way to start learning how to design sites. It's usually the case where your sites look bad at first, like mine did, until you learn more about design theory.

## AND FINALLY...

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- ✘ It was a great experience to teach you guys.
- ✘ If you're interested, I can come back again...
- ✘ If you want to learn more, I suggest reading those reference sites on the class site. I taught myself web design, you can too.
- ✘ There are HTML tutorials everywhere on the web. Pretty much any question you have can be answered by typing in what you want to do in Google. That's how I find answers.