

Intermediate Web Design

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www.design-link.org



COURSE ID: CP 342F90034T

COURSE TITLE: Intermediate Web Design

COURSE DESCRIPTION: Learn much more about Web-design techniques and features, including background colors and graphics, basic use of tables, meta tags and image and text manipulation. Learn how to modify and optimize graphics for the Web using Adobe Photoshop. A working knowledge of HTML and Web design is essential. You should already have taken Beginning Web Design, or obtain the instructor's permission. CEU.

2/14/04 Saturday

9:00:00 AM - 4:00:00 PM 1 day



Recommended Text:

HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide, Fifth Ed.
by Elizabeth Castro, Peachpit Press, ISBN: 0321130073

Find an extensive list of links at: www.design-link.org



Introductions



Basic HTML Review



Elements, Attributes, Values



HTML

```
<html>
```

Everything (usually) goes in between these tags.

```
</html>
```



HEAD

```
<head>
```

Stuff like scripts, title and meta tags go in here.

```
</head>
```



TITLE

<title> Title of your page goes in here </title>



BODY

```
<body>
```

The visible parts of your page go in here.

```
</body>
```



P, BR

`<p>`

Text goes in here.`
`

Put in the br tag to break lines of text to another line.

`</p>`



FONT

<p>

Bold text, <i>italic text</i>,

strong text, and strong/emphasized text

</p>



HR

<p>Text goes here, and there will be a horizontal rule beneath it.</p>

<hr>

<p>Text goes here, and there will be a horizontal rule above it.</p>



IMG

```

```

```

```



A (links)

```
<a href="doclink.htm">Text link goes here.</a>
```

```
<a href="doclink.htm">  </a>
```

A (anchors)

```
<a name="top">Text is optional here.</a>
```

```
<a href="#top">Text or picture here will link to the top anchor.</a>
```



A (e-mail links)

`Send an e-mail`



A (targeting)

```
<a href="http://www.design-link.org" target="_blank">
```

Go to design-link now!

```
</a>
```



BODY ... more attributes

```
<body bgcolor="#FFFFFF" background="bgimage.gif" leftmargin="x"  
topmargin="y" marginwidth="x" marginheight="y"  
text="blue" link="pink" vlink="purple" alink="red"  
onload="{script goes here}">
```

The visible parts of your page go in here.

```
</body>
```



Special Characters

&	&
©	©
®	®
™	™
“	“
”	”
‘	‘
’	’
•	•



DOCTYPEs

HTML, XHTML

strict, transitional, frameset, standard and quirks modes

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

```
<html>
```

```
etc.
```

```
</html>
```

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

```
<html xmlns="http://www.w3.org/1999/xhtml">
```

```
etc.
```

```
</html>
```



META TAGS -- Keywords

```
<meta name="keywords" content="specific words, separated  
by commas that describe the content on the page/site" />
```



META TAGS -- Description

```
<meta name="description" content="a short description  
of the content on the page/site" />
```



META TAGS -- other

```
<meta name="author" content="list the author of the page" />
```

```
<meta name="generator" content="program that created the page" />
```

```
<meta name="copyright" content="&copy; year copyright holder" />
```



TABLES

```
<table>
```

```
  <tr>
```

```
    <td>Text or image 1A</td><td>Text or image 2A</td>
```

```
  </tr>
```

```
  <tr>
```

```
    <td>Text or image 1B</td><td>Text or image 2B</td>
```

```
  </tr>
```

```
</table>
```

```
Text or image 1A:Text or image 2A:
```

```
Text or image 1B:Text or image 2B:
```



TABLES -- borders

```
<table border="2">
```

```
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>
```

```
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>
```

```
</table>
```



TABLES -- width

```
<table width="400">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```

```
<table width="100%">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```



TABLES -- centering

```
<table width="400" align="center">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```



TABLES -- aligning cell contents

```
<table width="400">  
  <tr>  
    <td align="center" valign="middle">Text or image 1A</td>  
    <td>Text or image 2A</td>  
  </tr>  
  <tr align="center" valign="middle">  
    <td>Text or image 1B</td><td>Text or image 2B</td>  
  </tr>  
</table>
```



TABLES -- Changing the background

```
<table width="400" bgcolor="yellow">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```



TABLES -- controlling spacing

```
<table width="400" border="1" cellspacing="0" cellpadding="5">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```


Text or image 1A	Text or image 2A
Text or image 1A	Text or image 2A

```
<table width="400" border="1" cellspacing="5" cellpadding="0">  
<tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
<tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
</table>
```

Text or image 1A	Text or image 2A
Text or image 1A	Text or image 2A

TABLES -- spanning columns

```
<table width="400" border="1" cellspacing="0" cellpadding="5">  
  <tr><td>Text or image 1A</td><td>Text or image 2A</td></tr>  
  <tr><td>Text or image 1B</td><td>Text or image 2B</td></tr>  
  <tr><td colspan="2" align="center">Text or image 1C</td></tr>  
</table>
```



Text or image 1A	Text or image 2A
Text or image 1B	Text or image 2B
Text or image 1C	

TABLES -- spanning rows

```

<table width=400 border=1 cellspacing=0 cellpadding=5>
  <tr align="left" valign="top">
    <td rowspan=2>Text or image 1A</td>
    <td>Text or image 2A</td>
    <td>Text or image 3A</td>
  </tr>
  <tr>
    <td>Text or image 2B</td>
    <td>Text or image 3B</td>
  </tr>
  <tr align="left" valign="top">
    <td colspan=3>Text or image 1C</td>
  </tr>
</table>


```

Text or image 1A	Text or image 2A	Text or image 3A
	Text or image 2B	Text or image 3B
Text or image 1C		



TABLES -- invisible spacers







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At Rio Grande you'll find everything you need for creating, manufacturing, and displaying fine jewelry.


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NEWS

New hands-on PMC class is the first in an ongoing series of classes being offered by Rio Grande. The new series, Education In Motion, will feature a wide range of jewelry-related classes at our Albuquerque, NM, facility and at other special events around the country. Watch for more classes coming soon.

[Find out more or sign up for an upcoming class...](#)




education in motion™
hands-on classes

NEW CATALOG!

The 2004 edition of the **packaging catalog** is here! Dedicated entirely to packaging ideas that can help you create and maintain your unique brand image, this catalog offers everything you need to create ensembles that build your brand and bring customers back, year after year. **130 pages.**

MORE >>



IMAGES -- formats

GIF

JPEG

PNG



IMAGES -- tools

Macromedia Fireworks

Adobe Photoshop/ImageReady

Adobe Photoshop Elements

JASC Paintshop Pro

Corel Photopaint

Corel Painter

ULEAD PhotoImpact

...



IMAGES -- using image editors

Photoshop/Elements overview



IMAGES -- optimization

optimizing JPEG

optimizing GIF

using transparency in GIFs



IMAGES -- GIF animations

creating GIF animations



IMAGE MAPS

creating image maps



FTP Programs

using FTP programs

uploading and maintaining pages



WEB HOSTING

Types of servers

Web hosting

domain names



Advanced Web Design

Saturday, February 21, 2004
9-4

Be there to learn about...

CSS for text and positioning

Java applets

sound, animation, video

search engine listings

frames and much more!

