

# Advanced Web Design

Zac Van Note

[www.design-link.org](http://www.design-link.org)



COURSE ID: CP 341F90033T

COURSE TITLE: Advanced Web Design

COURSE DESCRIPTION:

2/21/04 Sat

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 Edition

by Elizabeth Castro, Peachpit Press, ISBN: 0321130073

Find an extensive list of links at: [www.design-link.org](http://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.<br>

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

```
</p>
```



# FONT

```
<p>  
<font size="2" face="futura,arial,sans serif" color="purple">  
  <b>Bold text</b>, <i>italic text</i>,  
  <strong>strong text, and <em>strong/emphasized  
  text</em></strong>  
</font>  
</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)

`<a href="mailto:info@design-link.org">Send an e-mail</a>`



## 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>
```



# 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

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

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

```
<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 width="400" bgcolor="yellow" align="center">
  <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>
```

# CSS -- Creating Styles



## Selecting Elements by Name

```
selector{property:value;}  
h1{color:red;}
```



## Selecting Elements by Context

```
context element{property:value;}  
h1 em{color:red;}
```



## Selecting Elements by Class

```
element.class{property:value;}  
em.very{color:red;}
```



## Selecting Elements by ID

```
element#id{property:value;}  
div#article{color:red;}
```



# CSS -- Applying Styles



## CSS -- Internal Style Sheet

```
<head>
```

```
<style type="text/css">
```

```
img{color:red;
```

```
border:solid;
```

```
}
```

```
</style>
```

```
</head>
```

# CSS -- Create an External Style Sheet

base.css

```
img {  
  color:red;  
  border:solid;  
}
```

```
p {  
  font:arial;  
  color:blue;  
}
```

```
/* This will make all of your paragraph text arial and blue */
```

## CSS -- Linking to an External Style Sheet

```
<head>
```

```
<link rel="stylesheet" type="text/css" href="base.css">
```

```
</head>
```

## CSS -- Applying Styles Locally

```

```

# CSS -- Text Formatting

```
h1, h2 {font-family: "Arial Black", "Helvetica Bold", sans-serif;font-weight: normal}
h1     {font-size: 20px }
h2     {font-size: 14px}
p      {font-family: "Verdana", "Helvetica", sans-serif; font-size:12px; line-
        height:150%}.
emph   {font-style: italic; font-weight:bold}
```

# CSS -- Positioning

DIV tags

Dreamweaver Layers

(layout -- 2float.html)

SitePoint.com

AListApart.com

## Sound, Video & Animation

Background Sound (IE only)

```
<bgsound src="dakota.mp3" loop="2">
```

Quicktime

Real Media

Windows Media Player

Flash

Shockwave



# Frames



# Forms

# Scripting/Programming Languages

Javascript

Java

JSP

# Scripting/Programming Languages

CGI -- Perl

ASP

ASP.net

PHP

ColdFusion



# Search Engine/Directory Submissions

SearchEngineWatch.com

Google / AOL / Netscape

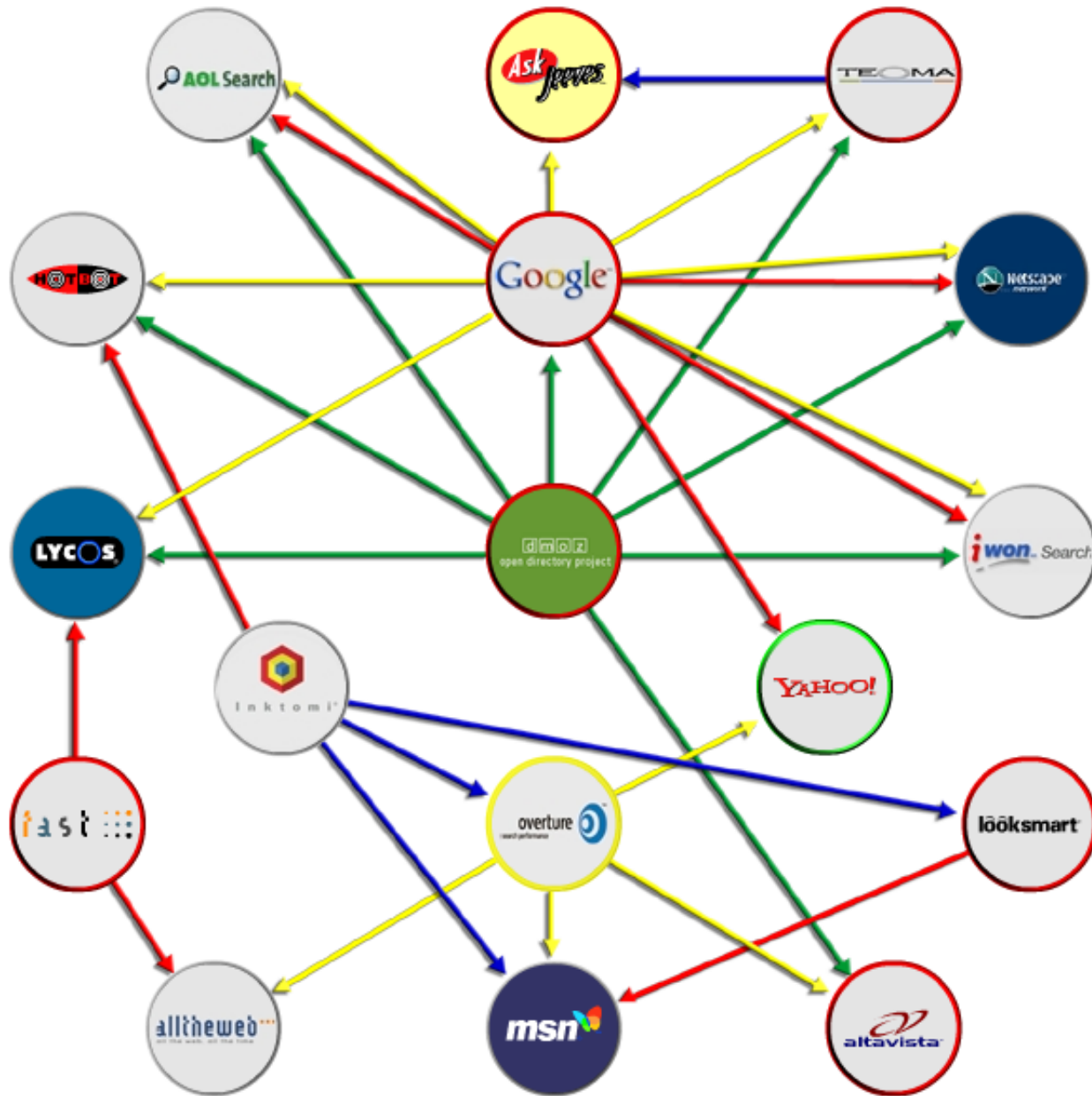
Inktomi / MSN / HotBot

Yahoo

dmoz

teoma / ask jeeves

alltheweb / fast / lycos



# Pay-per-click Search Engine Advertising

Overture

Google AdWords



# Search Engine Optimization

SearchEngineWatch.com

Overture.com

MarketLeap.com



# Using Dreamweaver



# Aspects of Web Design

Saturday, February 28, 2004

9-4

Be there to learn about...

XHTML

pop-up windows

rollovers

advanced stylesheet techniques

how to upload and maintain Web pages

Work on your own Web project

with one-on-one assistance

and more!

