

Beginning Web Design

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Introductions

The Internet, the Web, and HTML



What is the Internet and the World Wide Web?



The Browser Wars

Internet Explorer, Netscape,
Mozilla, Firefox, Opera, Safari ...



The Push for Standards

(HTML 3.2, 4, CSS, XML, XHTML)



The Real World

(Current state-of-the-web)

What Should You Use?

(HTML, XHTML, XML, CSS, etc.)



What Else do I Need to Create a Web Site?

WYSIWYG HTML Editor

Graphics Software

Animation/Interactive Software

Scripting/Programming platform

Will your users need Plug-ins?



What Else do I Need to Create a Web Site?

Web Server/Web Hosting

Security/Firewall/SSL

What about Selling online (e-commerce?)

Outsourcing vs. DIY



Using Dreamweaver

Interface Overview

Code, Design, Split View

Creating a **Local** Site Definition



Web Page Building Blocks

A Web Page's Text Content

Links, Images, and Other Non-Text Content

HTML Markup: Elements, Attributes, and Values

File Names

URLs



Working with Web Page Files

Designing Your Site

Creating a New Web Page

Saving Your Web Page

Microsoft Office and Web Pages

Specifying a Default or “Home” Page



Working with Web Page Files

Editing Web Pages

Organizing Files

Viewing Your Page in a Browser

The Inspiration of Others (View Source)



Basic HTML Structure

Starting Your Web Page

Creating a Title

Starting a New Paragraph

Creating a Line Break

Adding Comments



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>
```



Basic HTML Formatting

Font Limitations

Formatting Bits of Text ``

size

color

face

Making Text Bold or Italic

Pros and Cons of Using Dreamweaver
Properties Panel to Style Text



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>
```



Working With Web Images

Format

Color

Resolution

Size (Download speed)

Transparency

Animation

Software



Getting Images

Clipart/Stock photos

clipart.com

istockphoto.com

Scanner

Digital Camera



Adding Images to Web Pages

Inserting Images on a Page

Offering Alternate Text

Specifying Size for Speedier Viewing

Adding Horizontal Rules



IMG

```

```

```

```



Links

Creating a Link to Another Web Page

Absolute/Relative Links



A (links)

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

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



Publishing Your Pages on the Web

Finding a Host for Your Site

Getting Your Own Domain Name

Creating a **Remote** Site Definition

Transferring Files to the Server (FTP)

