

Web Designing

Introduction to Web Design

Summary

- Definition of terminologies used in web designing
- Explain features of a web authoring software
- Features of a website
- Importance and limitations of a website
- Qualities of a good website
- P840/1 UNEB Past Paper Questions on Web Designing.
- Answers and Examination answering techniques

Introduction

With the World Wide Web's explosion of popularity, millions of individuals and **businesses** around the globe have tried their hand at publishing their own website.

While the hypertext markup language (HTML) is easy to learn, it's necessary learning curve delays **the web** development process. Web authoring software removes this learning curve and allows users to quickly and easily publish on the Web.

Web Design and Publishing is the process of planning, creating, manipulating, saving and uploading hyperlinked html documents (web pages) to a computer network so that they can be viewed via web browsers.

Web Design software Examples

There are lots of good web design software on the market today.

- | | |
|---|-------------------------------------|
| • Note Pad | • NamoWebEditor 8 & Professional |
| • Microsoft FrontPage 2003 | • SothinkDHTML Menu 9 & Tree Menu 2 |
| • Adobe Dreamweaver CS4 | • Antenna Web Design Studio 3 |
| • WebPlus X4 (Now owned by Microsoft) | • AllWebMenus PRO 5 |
| • Microsoft Expression Web 3.0 & Studio 3 | • PhotonFX Easy Website Pro 4 |

Terminologies

These are brief definitions of some of the common terms used in web design and publishing

Bookmark: A bookmark is an anchor tag that defines and links to a specific location in an HTML document. Bookmarks are useful when you have long pages that are divided into logical sections, or when you want to jump from one central list of links to multiple locations on a page.

File Transfer Protocol (FTP): The protocol used for copying files to and from remote computer systems on a network using TCP/IP, such as the Internet.

HTML:(Hypertext Markup Language) A tagging system used to code documents so that they can be published on the World Wide Web and viewed with a browser

HTTP: (Hypertext Transfer Protocol) The client/server protocol used to access information on the World Wide Web.

HTTPS: (Hypertext Transfer Protocol Secure) is a combination of HTTP with the SSL/TLS protocol to provide encrypted communication and secure identification of a network web server. HTTPS connections are often used for payment transactions on the World Wide Web and for sensitive transactions in corporate information systems.

HYPERLINK: The text or graphic that users click on to go to a file, a location in a file, an Internet or intranet site, page, location, and so on. Hypertext is text with hyperlinks.

INDEX PAGE: The home page of a website, usually serving as an introduction and having links to other pages in the website.

DOMAIN NAME: The unique name that identifies an Internet site. A domain name is an identification label that defines a dominion of control on the Internet, based on the Domain Name System (DNS).

IP ADDRESS: An (Internet Protocol address) is a numerical label that is assigned to any device participating in a computer network that uses the Internet Protocol for communication between its nodes.

JPEG / JPG: (Joint Photographic Experts Group) A graphics format used for photos and other graphics with more than 256 colors.

PAGE TITLE: The text that is displayed on the page banner of a Web page and in the title bar of a Web browser.

URL: (Uniform resource locator) The alphanumeric address that Web visitors use to locate your Web site on the World Wide Web.

TAGS: HTML tags are codes, of keyword elements enclosed by the lesser than (<) and greater than (>) brackets, which give commands to a browser. eg<u> is an HTML tag that tells the browser to underline text on the webpage.

WEB AUTHORING SOFTWARE: A Web site development program that allows Web pages to be visually created like a desktop publishing program. It generates the required HTML code for the pages and is able to switch back and forth (in varying degrees) between the page layout and the HTML.

Web Browser: Is application software which enables a user to display and interact with text, images, and other information on a Web page (Examples: Opera, Google Chrome, Mozilla Firefox, Internet Explorer, Netscape, etc)

WEB MAIL PROVIDER: A hosting company that primarily provides end users access to internet services such as e-mail.

WEB SERVER: A computer that stores and delivers (serves up) websites and their related files for viewing on the Internet.

WEBMASTER: A person who creates and manages the information and content, organizes and maintains of a Web site

WEBSITE: A collection of related or hyperlinked web pages

WYSIWYG: (What You See is What You Get) implies a user interface that allows the user to view something very similar to the end result while the document is being created.

Features of web authoring software

These are the basic features common to the working environment of most popular web authoring software programs.

1. Views

Most web authoring software provides multiple views of the web page you're working on.

- Standard, normal, or design view - This is typically the default view, which is a blank screen on which you type, paste, or insert content. It uses the WYSIWYG principle. This is very similar to a word processor screen.
- Code view - Allows you to view and work directly with the HTML code created for you by the web authoring software.
- Split - Both of the above views are displayed simultaneously in separate windows.

2. Creating Headings and Subheadings

In Normal or Design View, Web authoring software. A text formatting toolbar typically includes buttons for bolding and italicizing text, and probably additionally includes some means of identifying a heading or subheading.

3. Inserting

Links

In web authoring software products, you add a link to a document by selecting Insert from the menu, then Link or Hyperlink. Most web authoring software tools additionally provide a button or icon that allows you to quickly insert a link.

4. Inserting Images

In many web authoring software products, you add an image to a document by selecting Insert from the menu, then Image or Picture.

After you have inserted the image into your webpage, you can edit its attributes in a Properties dialog box or panel. You can change the image's height and width, put a border around it, make it into a link, and add alternate text for users who can't see the image

Other Features

5. Some web authoring packages use built-in file transfer protocol (FTP) capabilities to publish the designed pages to a web server and allow the user to edit publish files while making real-time changes.
6. Web authoring software also allows users to create cascading style sheets (CSS) and web design templates, create and add specialized scripts (including JavaScript applications) and even automatically fix file properties like create date, author information, and copyright data
7. Themes: This feature provides a ways to accomplish a consistent look and feel for all pages on web site at once
8. Task panes. A dropdown arrow allows you to switch between various Panes offering options to work of different items.
9. Help Feature Most web authoring software also have a help area which users can use to find information about the software.

Demerit of web authoring software

- Web authoring software is detrimental to a designer's HTML programming skills, as users rarely need to actually apply those skills to their design projects.
 - Instead, web authoring software users simply design web pages much like they would design a word processing or desktop publishing document, dragging items into the desired location instead of using HTML commands to properly position the image.
 - For this reason, seasoned web design professionals insist on designing their pages and sites exclusively in text-based HTML, some using simple word processing applications, rather than building a reliance on a graphical interface.

Features and Qualities of a Good Website

- The web must have a home page. This means a page at the top of any tiered structure or at the centre of a web you design on paper.
- You should name the home page Index.htm (or Index.html) in line with web server protocol.
- Should not have too much on one page. It's better to use lots of pages with a small amount of information on each.
- Should have links to other areas on all pages for easy navigation through the website
- Should load quickly
- Should have a title and brief summary about the page

- Should have date of last Update
- Page (file) names should be eight characters or less. Although many servers and systems now support long filenames, it isn't universal by any means.
- Should have a feedback page or a link to the webmaster who will be the first contact for your website's visitors
- Should have Simplicity = Elegance

Importance of a website

- Making of a website favors publishing of data and information in a bid to create awareness about something on the internet.
- A website is an avenue for sharing knowledge through intercontinental interaction for example through teleconferencing and discussion boards.
- Website development enhances skill building such as writing, editing, layout and design; providing motivation and pride of ownership

Limitations of a website

- Expenses: Websites are not easy to setup and maintain due to annual subscription to ISPs or web hosts
- Timely updating issues: Information keeps on changing and this requires constant revision and effecting changes as necessary.
- Copyright issues: It is a crime to publish information from copyrighted sources without permission from the original authors.

Considerations for Webmasters

Webmasters should have the following points in mind when designing a website:

- They should be original and avoid violating copyright laws.
- The web pages should have valuable content for public consumption, tailored for consumer requirements
- They should take into account the type of browsers the clients have: some versions may not be able to display advanced webpage elements
- They should use minimum graphics
- They should limit the use of frames

P840/1 QUESTIONS

1. What is your understanding of the following:
 - i. Web Authoring Software
 - ii. Webmaster
 - iii. Web Server
 - iv. Web Browser
 - v. Web Mail Provider
2. State 5 advantages disadvantages of web publishing.
3. What are the functions of the following web page components?
 - a. Page Title
 - b. Icons
 - c. Home page
 - d. Refresh button
4. State five basics of web design.
5. Define the following terms:
 - a. Home Page
 - b. Tag
6. What is the role of a Web Mail Provider
7. Give two examples of Domain name endings.
8. (a)(i) Identify three precautions a web designer should consider when designing a web page
(ii) Why is it not good to have a lot of graphics on a web page?
(b) List four qualities of a good web page. (UNEB 2003 No.23)
9. Which of the following best describes the purpose of a web page?
 - a. Making money on the Internet
 - b. Creating awareness about something on the internet
 - c. For connecting with friends through Email
 - d. Downloading files from the internet (UNEB 2002 No. 19)
10. (a) Explain the following terms:
 - (i) HTML
 - (ii) Website
 - (iii) WWW
(b) (i) What is a web page address?
(ii) Give any two examples that would qualify as web page addresses
(c) (i) What is the difference between a web page and an HTML?
(ii) State the major difference between HTTP and HTTPS. (UNEB 2002 No.26)
11. (a) State three advantages of web publishing
(b) Describe how a web page is a source of information
(c) What is the difference between WWW and Web page?
(d) Mention any four computer application programs in which hyperlinks can be used

ESSAYQN APPROACH

Explain why a school should have a web-site. (20 marks)

To score the 20 marks on an essay question, you have to lay out your answer in this way:

- Give an introductory paragraph and define the key words in the question
- Give each point in paragraph form and be positive. Phrase your language in inclination to question.
- Summarize/conclude your essay.

Explain why a school should have a web-site

A website is a collection of hyperlinked html documents (web pages) with related information, meant to creating awareness about something on the internet.

In a school setting, there is a lot of awareness required between the administration, staff, students and parents.

Below are the major reasons why a school should have a website:

- Making of a website quickens the publishing of information to the community such as abrupt announcements, circulars, results, etc. Once uploaded, it will be already accessible to the targeted readers
- Through a website, the school can get feedbacks from the community through online user comments and questions.
- If students are involved in the Website development process, this enhances skill building such as writing, editing, layout and design.
- A school website provides motivation and pride of ownership. This can be evidenced through use of customized email. E.g. xxx@joydominionacad.sc.ug instead of xxx@yahoo.com
- Information listed on a school website removes doubt. Information such as school fees, and everything presented at the site appears in a positive light, as compared to information from other sites about the school which may be false.
- If a school has a website, they can use the web mail service to send parents and other stakeholders items such as newsletters, reminders etc.
- A website increases ways of contact. Once you have a website you can list your website address on your business cards, report cards, and even the school signpost.
- Internet today is being used 24 / 7 and is accessible from every house. People are becoming highly dependent on the internet. By having a web presence, the market of the school expands your significantly.
- A school website helps students and parents to make a wise academic choice after using the vast quantities of information about a given college or university.

In conclusion, a well-designed website is just as important a public relations tool as school catalogs and brochures. If a school has web presence, it can be listed in web search engines and know worldwide. Today everything you need is achieved at the click of a button.