Designing Web Pages –
Worldwide Communication!
What exactly is a web page?

- It is text and images put onto a page just like typing in Word but a browser does not understand this content.

- So the text and images must be marked up with tags so a browser can understand the layout.

- These tags are called XHTML (extensible hypertext markup language)

- A sample of an xhtml tag is <p> Hi there </p>

- The great advantage is all browsers can read the xhtml.
Do I need to know xhtml for web design?

- Well although Dreamweaver will write this code for us, it is good to become familiar with xhtml tags.
- Dreamweaver makes learning code very easy because we can switch between design view and code view.
- Why is knowing code valuable for designing websites?
- The short answer is that the code is the framework that our webpage is based on.
- After laying out the basics, we will use the xhtml tags and CSS to change the “look” of our page.
Sample code behind the web page

<html>

<head> The page title goes here  </head>

<body>

<p> This is what you see in the browser window. Hello. This is my web page. Let's look at the code. </p>

</body>

</html>
How does the world view our pages?

Each web page has a unique address called the URL.

After uploading our pages to a server, a user types in the url and the server where that webpage is hosted, delivers the page to the user’s computer.

Browsers then display our pages.

http://www.amazon.com
Web Browsers are…

software programs loaded onto computers that allow you view the web pages that have been created and explore information on the web.

Some examples of browsers are:

- Microsoft Internet Explorer
- Firefox
- Safari
- Others?
### Web Browsers

Know what your client is doing!

#### Statistics: IE and Firefox

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<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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<tr>
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<td>16.6%</td>
<td>3.4%</td>
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</table>

#### Browser Statistics Month by Month

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<td>14.1%</td>
<td>10.9%</td>
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<tr>
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<td>15.3%</td>
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<tr>
<td>August</td>
<td>10.6%</td>
<td>15.1%</td>
<td>13.6%</td>
<td>47.4%</td>
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<tr>
<td>July</td>
<td>9.1%</td>
<td>15.9%</td>
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<td>6.5%</td>
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<td>June</td>
<td>7.1%</td>
<td>18.7%</td>
<td>14.9%</td>
<td>47.3%</td>
<td>6.0%</td>
</tr>
<tr>
<td>May</td>
<td>5.2%</td>
<td>21.3%</td>
<td>14.5%</td>
<td>47.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>April</td>
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<td>23.2%</td>
<td>15.4%</td>
<td>47.1%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
Knowledge needed to create web pages.

Tricky part….

- What size is a web page?
- What is the final output? Press?
Pages display on a monitor

- Depends on how an individual sets their screen resolution

- Resolution is set in a measurement called pixels
So let’s design for **1024 pixels x 768 pixels**
First number is the *horizontal* measurement ex. 1024
Second number is the *vertical* measurement ex. 768
Web Page Design

Where do I begin?
Start on Paper and Plan

- Interview Client
- What Is the Purpose
- Who Is the Audience
- Sites for Inspiration
- Assets of Client - logos, photos etc.
Begin storyboarding ideas for site design..

View inspiration sites...think...doodle...view...look around...

The creative process can be jumpstarted.
Side Note...I’m not creative. How can I create an eye-appealing website?

- Classes in Graphic Design
- Photoshop
- Typography
- Study Great Sites
- Get a start with the homework reading on beautiful web design and design principles.
Some screenshots of websites.
A.S.D. Alma Latina
Associazione Sportiva Dilettantistica
Via Angelo Biondi 56
63021 Amandola (AP)
cell. 333 2876344
info@almalatina.info
Welcome to Practice Cafe, Your Dental Marketing Company

Practice Cafe is your capable, friendly, and affordable custom dental marketing company. Our background is in advertising, design, and business development; our focus is dental marketing. We offer you and your dental practice all the ingredients for marketing success plus remarkable customer service!

Smart Marketing Served Daily!

At Practice Cafe, we deliver on our motto to serve smart marketing daily! Whether you’re opening a new dental practice or ready to energize an existing one, our objective is to get more of the kind of patients you want through your doors. Our business is to grow your practice, and we do it by:

Understanding Your Marketing Needs & Expectations

Conducting Focused Research on Your Area & Potential Patients
South-East Asian noodle bar
a Fresh Fun Fiery Experience

Cambodian Jungle Curry
A dish from the wilds of Cambodia, fragrant curry broth simmered with fiery spices, asian greens, rice noodles, finished with sweet mango chunks, lime and herbs.

Excellent food served piping hot in a takeout box! Eat in or take out at this funky busy restaurant.
Ron Kirstein - Dining in Victoria

Flavours of Singapore, Thailand, Malaysia and Indonesia reconcile in musties that taste divine.
Back after Side Note… After we start making our initial sketches, we create a “comp” (a visual display of your idea) to show the client...Photoshop, Fireworks, Illustrator...
File = index.html
title = All About Me

Make a site map...Every page has 2 names!
File name is in folder. Title appears on browser bar.

File = family.html
Title = The Smith Family

File = hobbies.html
title = Baseball is my Hobby
Now what?

- We have interviewed the client
- Done our research
- Played with design ideas
- Storyboarded
- Produced several comps for client approval
- Now it’s time to “pull the rabbit out of the hat”... off to Dreamweaver to make this website happen.
Dreamweaver To Do’s

- Make a folder for the client’s site
- Open Dreamweaver and Manage the Site IMP!!!
- Open a blank page.
- Every web page has 2 names- a file name and a title.
- File name of every first page is index.html IMP!!!
- File names - 8 letters or less and lowercase and end in html - ex. friends.html (These are in your folder)
- Titles are descriptive and can have spaces and upper and lowercase letters ex. Trip with Family and Friends (these show in the browser bar - never end with html)
Gather your Assets.

- Images from digital camera, scanning, CD’s and free graphic web sites
- Many web sites for free backgrounds, icons, email images, etc. (copyright laws)
- Save as .jpeg, .png or .gif
Web creation software

Samples of Web Authoring Software

- Adobe Dreamweaver CS4
- Microsoft Front Page
- Code in xhtml
Question?

Can you work in different programs with the same files?

- Adobe Go Live
- Microsoft Front Page
- Adobe Dreamweaver
Recap: after comp approval, here is the process

- Gather your assets
- Create your pages
- Title Your Pages - “descriptive with spaces”
- Give pages a file name by “save as” ______.html
- Insert Table or Div’s to contain your layout
- Enter Text
- Insert Images
- Insert Links
- Upload to Server
- Update It
Next week ...

We will begin working on our first website - “All About Me” - 3 page website

Bring photos for your website - digital or prints to scan.