



Web Development

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JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%



JAN
2018

PAKISTAN

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

198.9
MILLION

URBANISATION:
40%

INTERNET
USERS



44.6
MILLION

PENETRATION:
22%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

35.0
MILLION

PENETRATION:
18%

MOBILE
SUBSCRIPTIONS



147.5
MILLION

PENETRATION:
74%

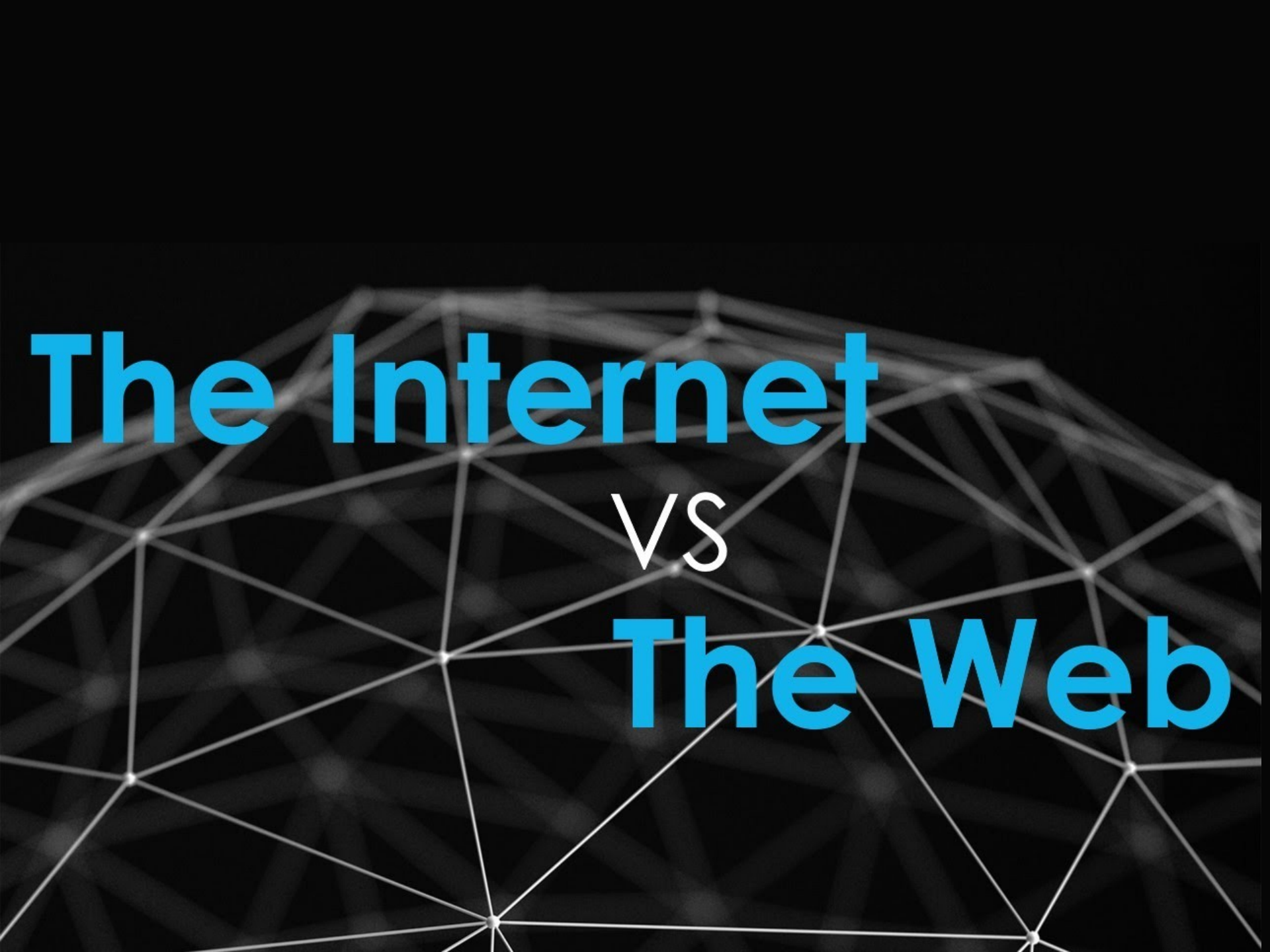
ACTIVE MOBILE
SOCIAL USERS



32.0
MILLION

PENETRATION:
16%





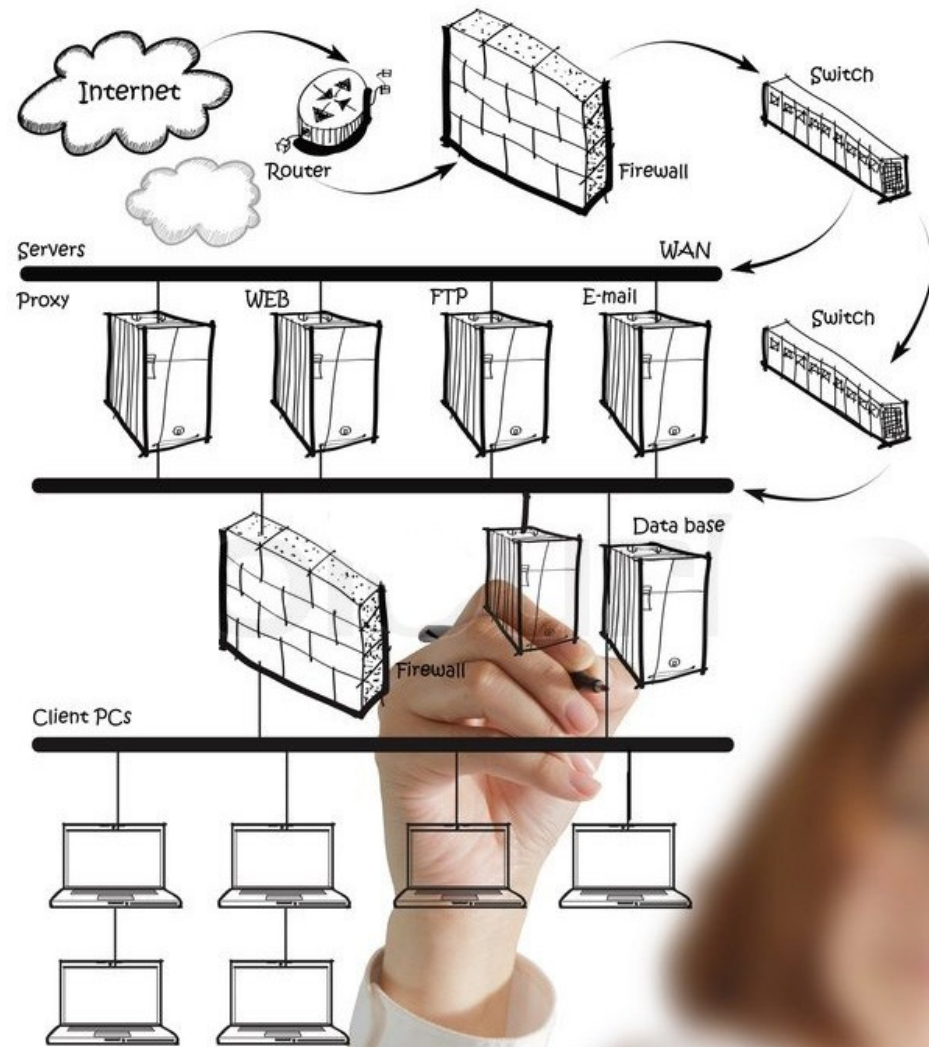
The Internet

VS

The Web

Internet

- Internet can be defined as the worldwide **network where machines** like computers, servers, and smart devices are connected together for communication and data exchange purposes.
- Internet is the **network of networks interconnecting computing devices located throughout the world.** These networks use some communication protocols to link the network devices with each other.



World Wide Web

- The World Wide Web (WWW) is a **network of online content** that is formatted in HTML and accessed via HTTP.
- The term refers to all the interlinked HTML pages that can be accessed over the Internet.
- The World Wide Web was originally designed in 1991 by Tim
- The World Wide Web is most often referred to simply as "**the Web.**"



Internet vs Web

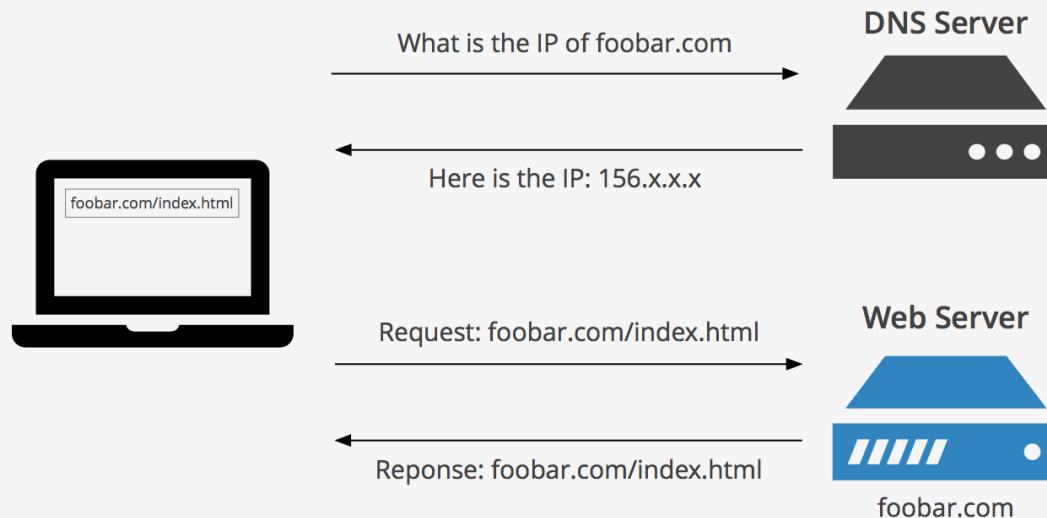
- The internet is an **enormous network** of billions of connected computers and other hardware devices. Each device can connect with any other device as long as they're both connected to the internet with valid IP addresses.
- Web, on the other hand, consists of all the **web pages** you can view when you access the internet.
- The internet — not the web — is also used for email, instant messages, newsgroups, and file transfers.
- In other words, the web is just a large portion of the internet, but it isn't all of it.

Domain Name vs IP Address

- A **domain name** is your website name. A domain name is the address where Internet users can access your website. A domain name is used for finding and identifying computers on the Internet.
- Computers use **IP addresses**, which are a series of number. However, it is difficult for humans to remember strings of numbers. Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.



Domain Name Server



What Is a DNS Server?

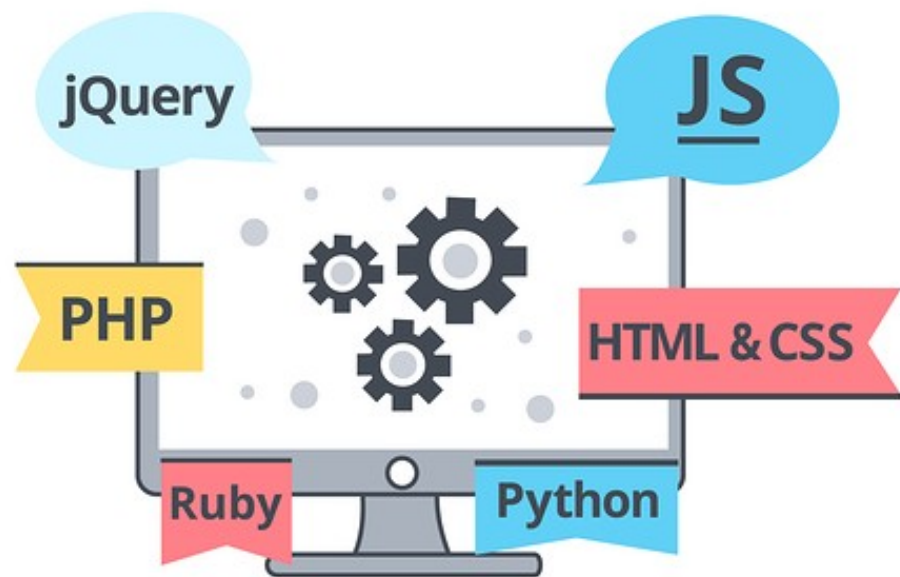


Inter Service Provider

- An Internet Service Provider (ISP) is the industry term for the company that is able to provide you with access to the Internet, typically from a computer.
- An ISP is your gateway to the Internet and everything else you can do online.
- The second your connection is activated and set up, you'll be able to send emails, go shopping, do research and more.

Video

- How internet works
- https://www.youtube.com/watch?v=7_LPdttKXPc



WEB DESIGN **VS** **DEVELOPMENT**

WEB DEVELOPERS VS WEB DESIGNERS

VS



WEB DEVELOPER

WEB DESIGNER



LOGIC
LINEAR THINKING
TECHNICAL



INTUITION
IMAGINATION
CREATIVITY



ANALYTIC

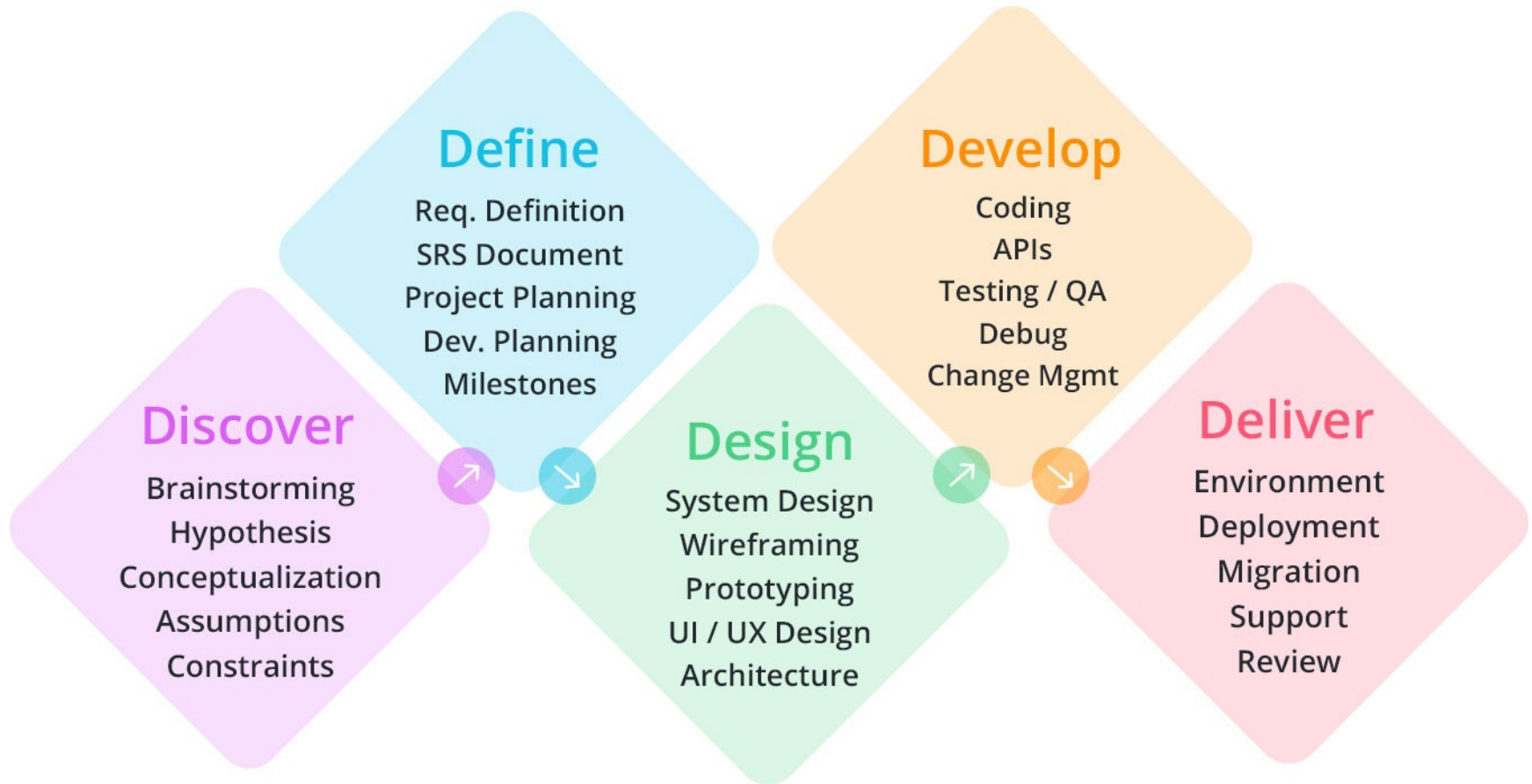
ARTISTIC

Elements of a Web Plan

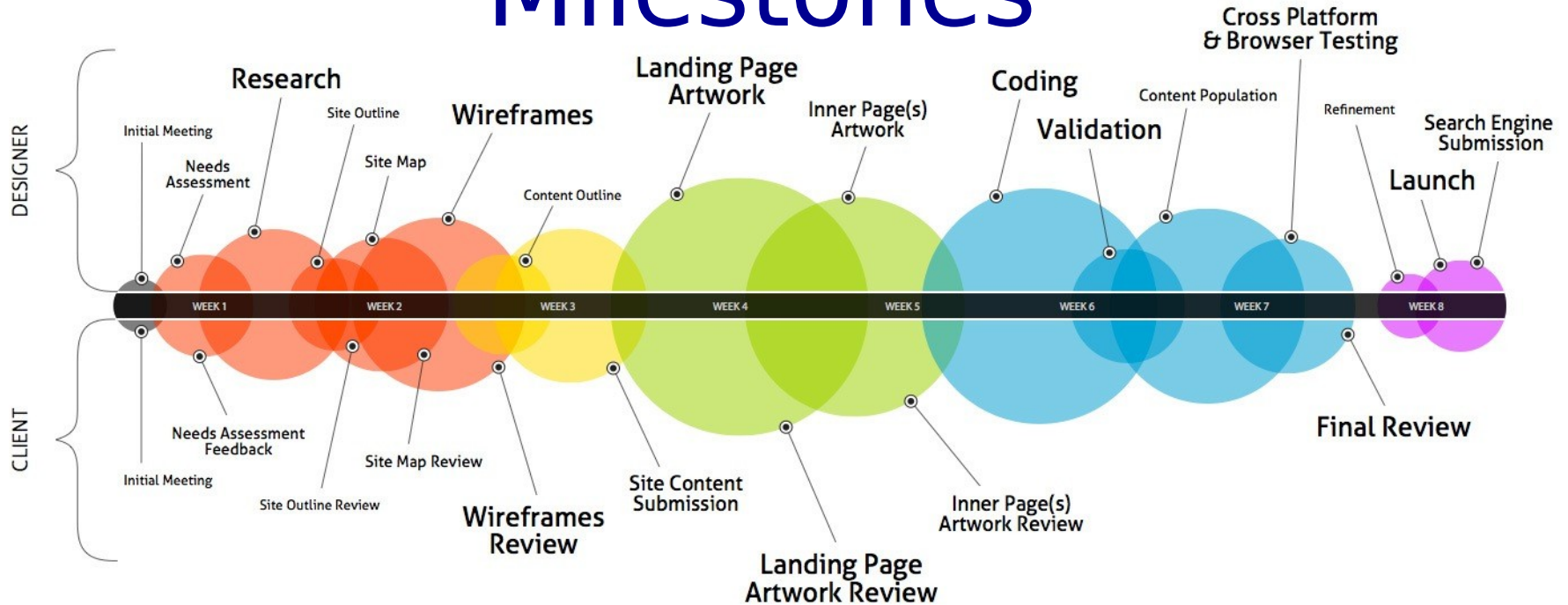
- ▶ Executive Summary
- ▶ Research and Evaluation
- ▶ Target Audience
- ▶ Content
- ▶ Structure
- ▶ Design
- ▶ Timeline
- ▶ Online Presence



Web Development Milestones



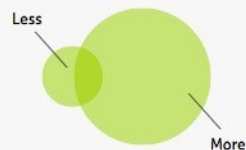
Web Development Milestones



MILESTONES



INVOLVEMENT



IMPORTANCE

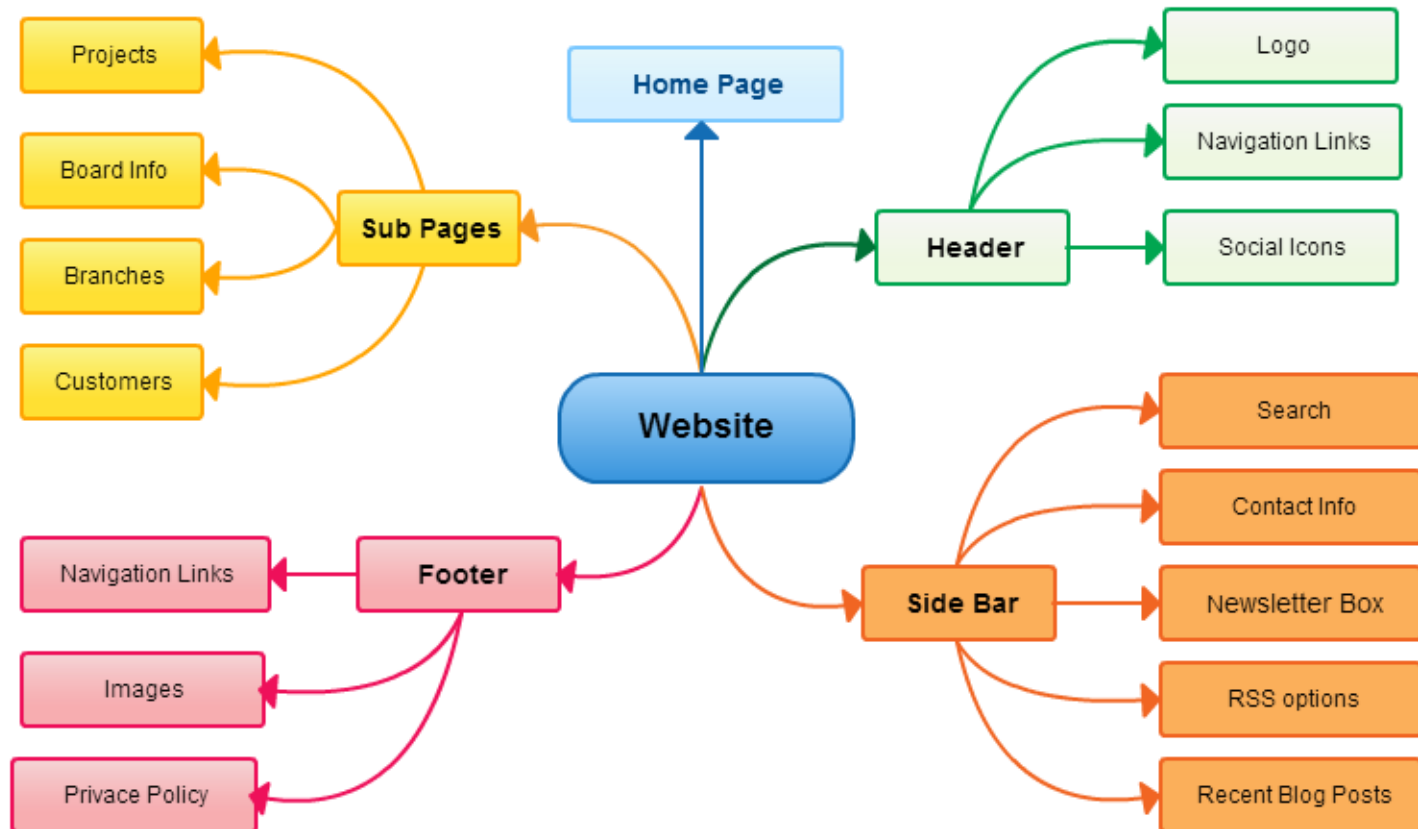
Average
Greater

PHASE



Website MindMap

- ▶ Structure
- ▶ Content
- ▶ Layout





HTML

Importance of HTML

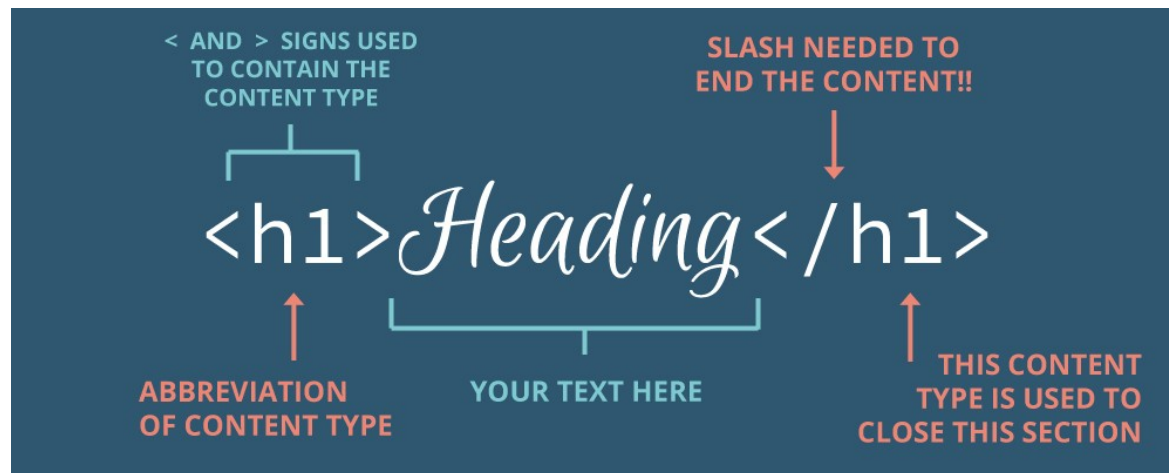
- HTML is easy to use and understand
- All browsers support HTML
- HTML is free
- Most development tools support HTML
- HTML is most search engine friendly
- In most cases, HTML is all you need
- Everything is eventually translated to HTML on internet.

**HTML is the
"mother
tongue" of**



HTML: What is it?

- HTML stands for Hyper Text Markup Language
- An HTML file is a text file containing small markup tags `<HTML>` `</HMTL>`
- The markup tags tell the Web browser how to display the page
- An HTML file can be created using a simple text editor or a WYSIWIG editor



Anatomy of a Website

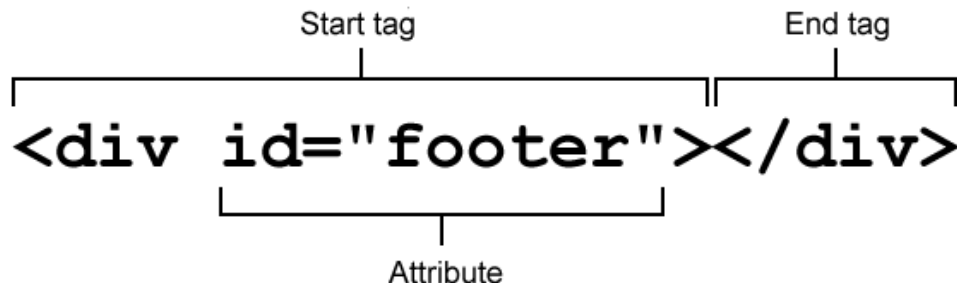
Your Content + HTML: Structure + CSS: Presentation = Your Website



- A website is a way to present your content to the world, using HTML and CSS to present that content & make it look good

HTML TAG SYNTAX

- An HTML element starts with a **start tag / opening tag**
- An HTML element ends with an **end tag / closing tag**
- The **element content** is everything between the start and the end tag
- Some HTML elements have **empty content**
- Empty elements are **closed in the start tag**
- Most HTML elements can



HTML Page Structure

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title>
```

Title of the document

```
</title>
```

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

```
<body>
```

```
<h1>
```

HTML Document

```
</h1>
```

```
<p>
```

This is a sample HTML document to understand basic structure.

```
</p>
```

```
</body>
```

```
</html>
```

```
<!DOCTYPE>
```

The <!DOCTYPE> declaration is not an HTML tag; it is an instruction to the web browser about what version of HTML the page is written in.

```
<html>
```

```
<head>
```

The header of an HTML document where Meta Data- information about the document is placed.

```
</head>
```

```
<body>
```

The main body of an HTML document where all of the content is placed.

```
</body>
```

```
</html>
```



HTML tags

Tag	Description
<code><html></code>	Defines an HTML document
<code><title></code>	Defines a title for the document
<code><body></code>	Defines the document's body
<code><h1></code> to <code><h6></code>	Defines HTML headings
<code><p></code>	Defines a paragraph
<code>
</code>	Inserts a single line break
<code><a></code>	Defines a hyperlink
<code><!--...--></code>	Defines a comment
<code></code>	Defines important text
<code></code>	Defines an image



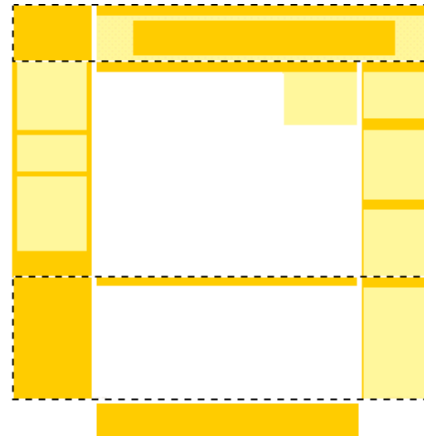
HTML tags

Tag	Description
<code><form></code>	Defines an HTML form for user input
<code><input></code>	Defines an input control
<code><textarea></code>	Defines a multiline input control (text area)
<code><button></code>	Defines a clickable button
<code><select></code>	Defines a drop-down list
<code><optgroup></code>	Defines a group of related options in a drop-down list
<code><option></code>	Defines an option in a drop-down list
<code><label></code>	Defines a label for an <code><input></code> element
<code><fieldset></code>	Groups related elements in a form



What is CSS ?

- CSS stands for **Cascading Style Sheets**
- Styles define how to display HTML elements
- Styles were added to HTML 4.0 to solve a problem
- External Style Sheets can save a lot of work
- External Style Sheets are stored in CSS files



CSS Syntax

Selector

- all elements of a specific type, e.g. the second level headers h2
- to elements specified by attribute, in particular:
 - *id*: is used to specify a style for a single, unique element.
 - *Class* : is used to specify a style for a group of elements. Unlike the *id* selector, the *class* selector is most often used on several elements..

Declaration Block

A declaration block consists of a list of *declarations* in braces. Each declaration itself consists of a *property*, a colon (:), and a *value*. If there are multiple declarations in a block, a semi-colon (;) must be inserted to separate each declaration.



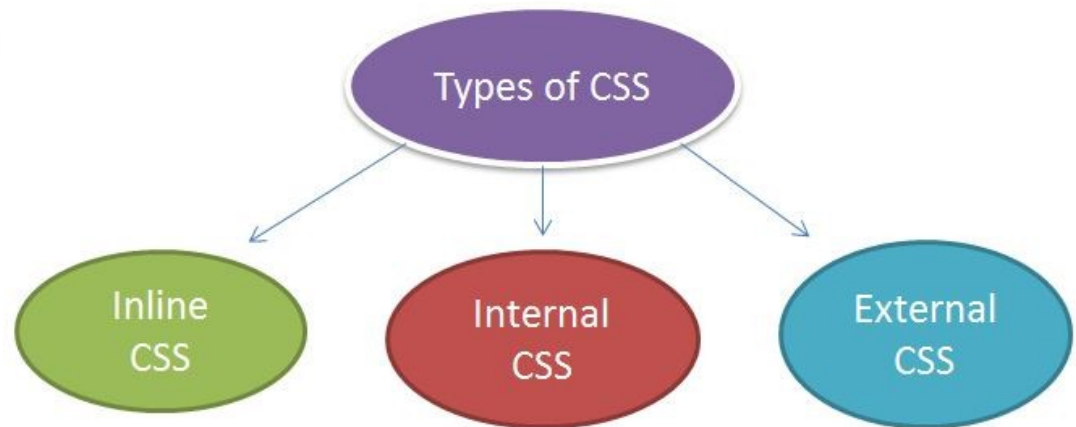
3 Ways to Insert CSS

- External style sheet

```
<head>
<link rel="stylesheet" type="text/css" ref="mystyle.css">
</head>
```

- Internal style sh

```
<head>
<style>
  h1{
    color:#336699;
    font-size:36px;
  }
  p {
    margin-left:20px;
  }
</style>
</head>
```



- Inline style

```
<p style=" margin-left:20px;">This is a paragraph.</p>
```

Site Builders



Content Management Systems

- A content management system (CMS) is a software application or set of related programs that are used to create and manage digital content.
 - Better Content Management System
 - Consistency in Look and Feel of Website
 - Complete control over the Website
 - Updatable Anytime with Simple Customizations





WordPress
Released in 2003 by
Matt Mullenwegg



Drupal
Released in 2001 by
Dreis Buytaert



Joomla
Released in 2003
by Mambo

NUMBER OF WEBSITES



75m websites are run on
Wordpress. 39 million are
hosted on the free
WordPress.com



1.1m websites are run
on Drupal CMS



2.8M websites are run
on Joomla! CMS

DOWNLOADS



MARKET SHARE

58.4%

Stats show that since
March 2016, WordPress is
actually powering 26.4%
of the Web

4.8%

Drupal is the 3rd most
popular CMS in the world.

7.2%

Joomla is the 2nd most
popular CMS in the world.



WordPress
Released in 2003 by
Matt Mullenwegg



Drupal
Released in 2001 by
Dreis Buytaert



Joomla
Released in 2003
by Mambo

COST

FREE

FREE

FREE

BEST USED FOR

Ideal for fairly simple
web sites, such as
everyday blogging and
news sites; and anyone
looking for an
easy-to-manage site.
Add-ons make it easy to
expand the functionality
of the site.



For complex, advanced
and versatile sites; for
sites that require
complex data
organization; for
community platform sites
with multiple users; for
online stores.



Joomla allows you to
build a site with more
content and structure
flexibility than Wordpress
offers, but still with fairly
easy, intuitive usage.
Supports E-commerce,
social networking and
more.



Easy web development

- Site123.com
- SITE123 is an easy-to use website builder that makes it possible to create promo sites, landing pages, blogs and small online shops.
- All websites created on the basis of this platform are responsive and can be browsed on any mobile devices.
- [Site 123 – Tutorials](#)

Assignment

- Using dream viewer installed on your PC, build the following similar page



Assignment

- Design a website in Site123.com (10 Points)
- 5 linked webpages
- Appropriate content on pages
- BONUS : Explore wordpress and design a website in it. (5 Points)



Thank you