

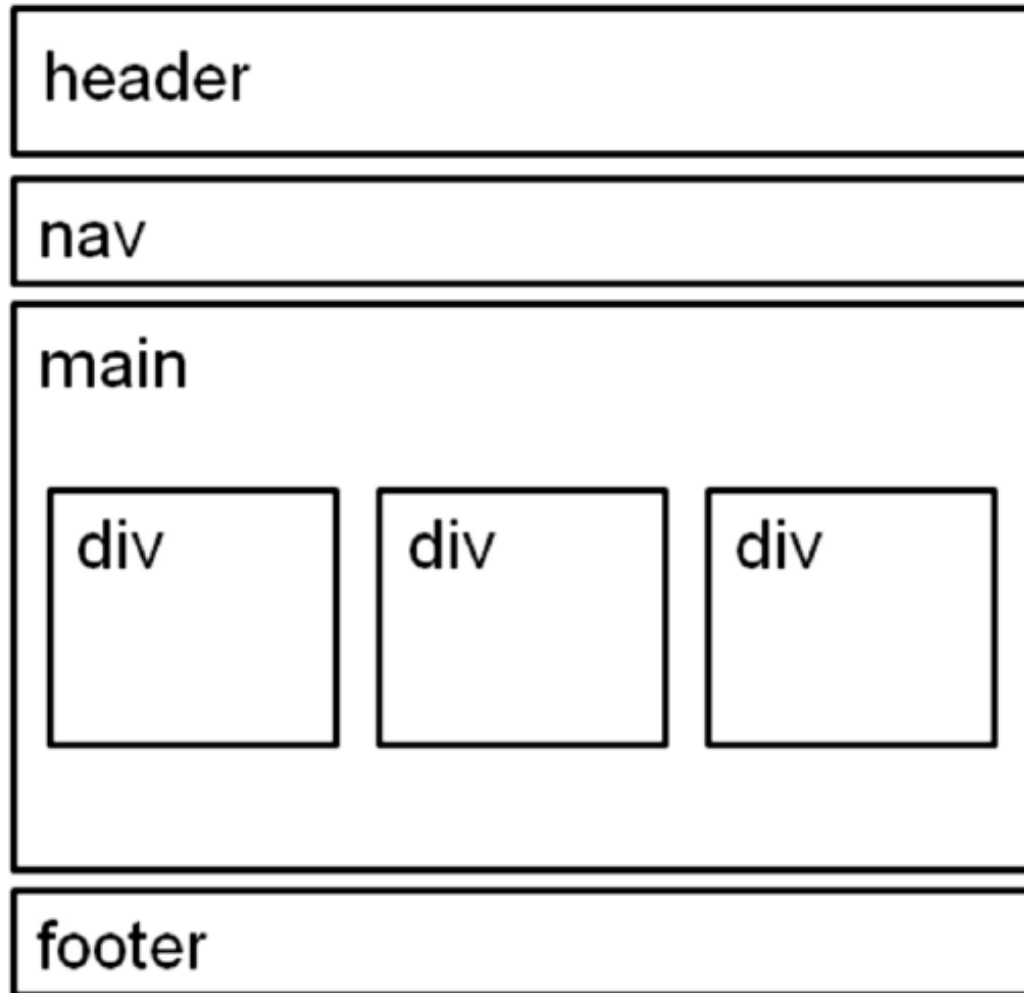
**4478 – INTRODUCTION TO INFORMATION  
TECHNOLOGY.**  
**8936 – INTRODUCTION TO INFORMATION  
TECHNOLOGY G.**

---

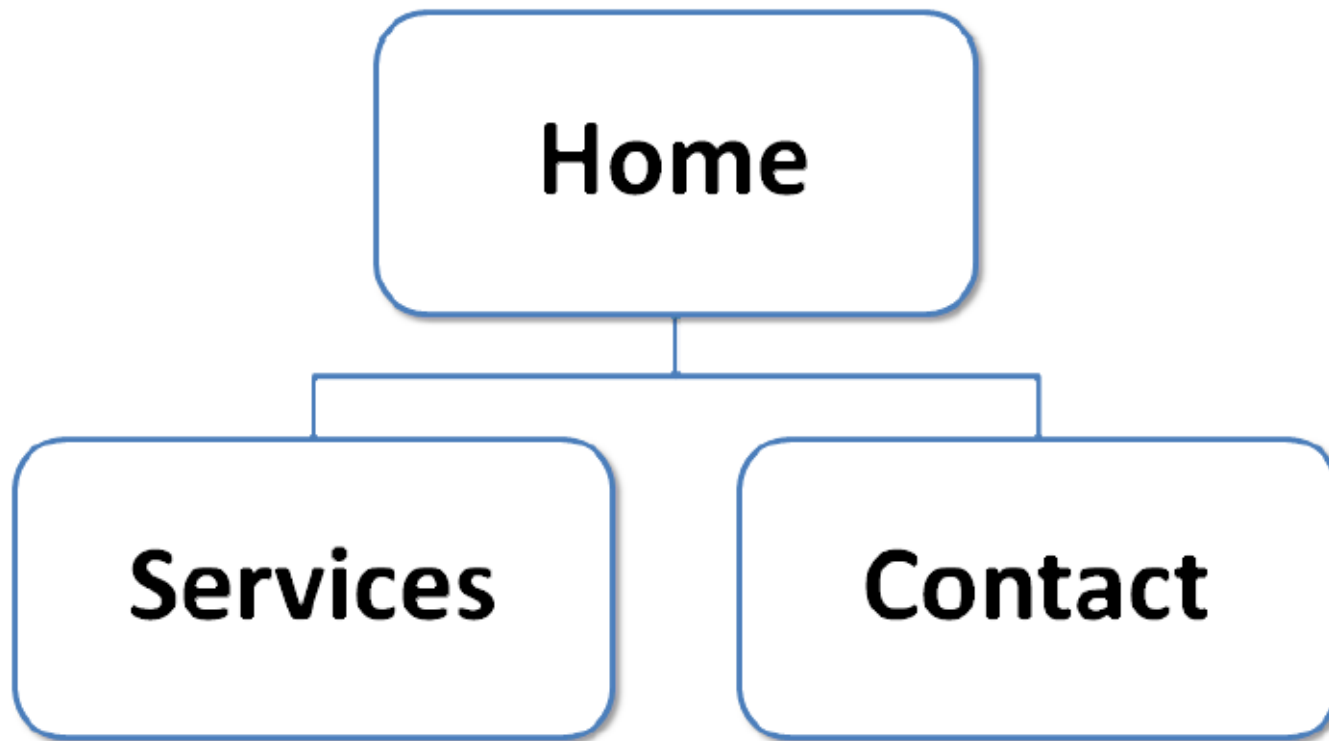
Dr Julio Romero

Faculty of Science and Technology.

# The Wireframe



## A (very) Simple Site Map



# Metadata

```
Metadata.html x
<body>
1 <!DOCTYPE html>
2 <html>
3 <head>
4   <meta charset="UTF-8">
5   <meta name="title" content="Robotics and Automation">
6   <meta name="description" content="Applying AI and Robotics at workplace">
7   <meta name="keywords" content="Bots, robots, workplace, AI">
8   <meta name="author" content="John Doe">
9   <meta name="date" content="March, 2020">
10
11 </head>
12 <body>
13
14 <p>All meta information goes in the head section...</p>
15
16 </body>
17 </html>
18 |
```

# Web Design Steps

- **Determine the Intended Audience**

The colors, images, fonts, and layout should be tailored to the *preferences of your audience*. The type of site content (reading level, amount of animation, etc.) should be appropriate for your chosen audience.

- **Determine the Goals of the Site**

Some common goals of web sites are: to be informative, to create a personal home page, to establish a corporate web presence, and to do business in e-commerce.

- **Determine the General Content and Create a Site Map**

The site map is sometimes called a Storyboard. Common organizational structures for Web sites are: hierarchical, linear, and random.

- **Sketch a Tentative Page Layout**

*Be consistent* in your overall layout — color, typefaces, logo location, navigation bar, etc. Plan your Home Page Layout to avoid scrolling. Plan your Content Page Layout to be consistent, with easy navigation.

## HTML Validation

- In this Hands-On Practice, you will use the **W3C Markup Validation Service** to validate a web page file. This exercise uses the page located in the student files **design.html**.
- Open design.html in MWE4.
- Add an error to the design.html page by deleting the first closing `</strong>` tag. This modification should generate several error messages.
- Next, attempt to validate the design.html file. Launch a browser and visit the W3C Markup Validation Service file upload page at [http://validator.w3.org/#validate\\_by\\_upload](http://validator.w3.org/#validate_by_upload).
- Click the Browse button, and select the design.html file from your computer.
- Click the Check button to upload the file to the W3C site (see figure below).

# HTML Validation

The screenshot shows the W3C Markup Validation Service website. The browser address bar displays 'validator.w3.org/#validate\_by\_upload'. The page has a dark blue header with the W3C logo and the text 'Markup Validation Service' and 'Check the markup (HTML, XHTML, ...) of Web documents'. Below the header, there are three tabs: 'Validate by URI', 'Validate by File Upload' (which is selected), and 'Validate by Direct Input'. Under the 'Validate by File Upload' tab, there is a section titled 'Validate by File Upload' with the instruction 'Upload a document for validation:'. Below this, there is a 'File:' label, a 'Browse...' button, and a text box that says 'No file selected.'. There is a 'More Options' link below the text box. A 'Check' button is located at the bottom right of the upload section. Below the 'Check' button, there is a note: 'Note: file upload may not work with Internet Explorer on some versions of Windows XP Service Pack 2, see our [information page](#) on the W3C QA Website.' Below the note, there is a paragraph of text: 'This validator checks the [markup validity](#) of Web documents in HTML, XHTML, SMIL, MathML, etc. If you wish to validate specific content such as [RSS/Atom feeds](#) or [CSS stylesheets](#), [MobileOK content](#), or to [find broken links](#), there are [other validators and tools](#) available. As an alternative you can also try our [non-DTD-based validator](#).' Below this paragraph, there is a blue box with the text 'W3C DEVELOPERS'. To the right of this box, there is a paragraph: 'Interested in understanding what new technologies are coming out of W3C? Follow [@w3cdevs on Twitter](#) to keep track of what the future looks like!'. Below this paragraph, there is a link: '[Donate](#) and help us build better tools for a better web.' At the bottom of the page, there is a navigation bar with links: 'Home', 'About...', 'News', 'Docs', 'Help & FAQ', 'Feedback', and 'Contribute'. Below the navigation bar, there is a footer section. On the left, there is the W3C logo and the text 'open source'. In the center, there is a paragraph: 'This service runs the W3C Markup Validator, [v1.3+hg](#)'. On the right, there is a small blue box with the text 'VALIDATOR'. At the very bottom, there is a copyright notice: 'COPYRIGHT © 1994-2013 W3C® (MIT, ERCIM, Keio, Beihang), ALL RIGHTS RESERVED. W3C LIABILITY, TRADEMARK, DOCUMENT USE AND SOFTWARE LICENSING RULES APPLY. YOUR INTERACTIONS WITH THIS SITE ARE IN ACCORDANCE WITH OUR PUBLIC AND MEMBER PRIVACY STATEMENTS.'

validator.w3.org/#validate\_by\_upload

W3C® Markup Validation Service  
Check the markup (HTML, XHTML, ...) of Web documents

Validate by URI Validate by File Upload Validate by Direct Input

Validate by File Upload

Upload a document for validation:

File:  No file selected.

► More Options

Check

Note: file upload may not work with Internet Explorer on some versions of Windows XP Service Pack 2, see our [information page](#) on the W3C QA Website.

This validator checks the [markup validity](#) of Web documents in HTML, XHTML, SMIL, MathML, etc. If you wish to validate specific content such as [RSS/Atom feeds](#) or [CSS stylesheets](#), [MobileOK content](#), or to [find broken links](#), there are [other validators and tools](#) available. As an alternative you can also try our [non-DTD-based validator](#).

W3C DEVELOPERS

Interested in understanding what new technologies are coming out of W3C? Follow [@w3cdevs on Twitter](#) to keep track of what the future looks like!

[Donate](#) and help us build better tools for a better web.

Home About... News Docs Help & FAQ Feedback Contribute

W3C® open source

This service runs the W3C Markup Validator, [v1.3+hg](#)

COPYRIGHT © 1994-2013 W3C® (MIT, ERCIM, Keio, Beihang), ALL RIGHTS RESERVED. W3C LIABILITY, TRADEMARK, DOCUMENT USE AND SOFTWARE LICENSING RULES APPLY. YOUR INTERACTIONS WITH THIS SITE ARE IN ACCORDANCE WITH OUR PUBLIC AND MEMBER PRIVACY STATEMENTS.

VALIDATOR

# HTML Validation

An error page will display. Notice the “Errors found while checking this document” message. You can view the errors by scrolling down the page, as shown in Figure below.

