

Introduction to Web Design

Lecture 1

Introduction

- **Internet** is the largest network in the world that connects hundreds of thousands of individual networks all over the world.
- The **Internet** is a global system of interconnected computer **networks** that use the **Internet** protocol suite (TCP/IP) to link several billion devices **worldwide**.
- The **Web (World Wide Web)** consists of information organized into Web pages containing text and graphic images. It contains hypertext links, or highlighted keywords and images that lead to related information. A collection of linked Web pages that has a common theme or focus is called a Web site.

Web Protocol

- The transfer protocol is the set of rules that the computers use to move files from one computer to another on the Internet.
- The most common transfer protocol used on the Internet is the **Hypertext Transfer Protocol (HTTP)**.
- Two other protocols that you can use on the Internet are **the File Transfer Protocol (FTP)** and the **Telnet Protocol** (a network protocol that allows a user on one computer to log onto another computer that is part of the same network.)

Uniform Resource Locators

- To identify a Web pages exact location, Web browsers rely on **Uniform Resource Locator (URL)**.

http:\\www.example.com

_____	_____	_____	_____
Protocol	Sub-	Domain	Top Level
	domain	name	domain(TLD)

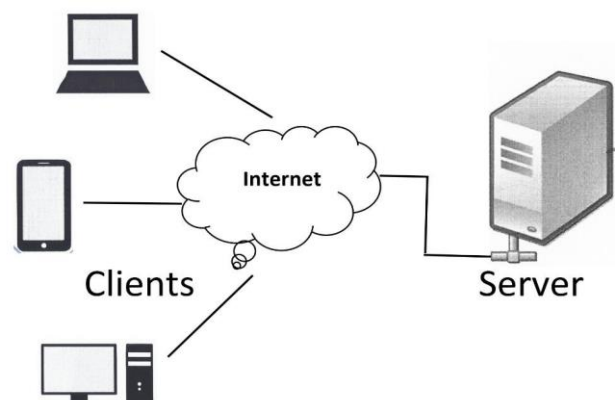
Web Programming Languages

1) Client Side Programming Languages

- The client-side environment used to run scripts is usually a browser.
- The processing takes place on the end users computer. The source code is transferred from the web server to the user's computer over the internet and run directly in the browser. The scripting language needs to be enabled on the client computer.

2) Server Side Programming Languages

- Server-side scripting is a technique used in web development which involves employing scripts on a web server which produce a response customized for each user's (client's) request to the website.
- **ASP(Active Server Pages).**
- **PHP(Personal Home Page).**
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What is HTML?

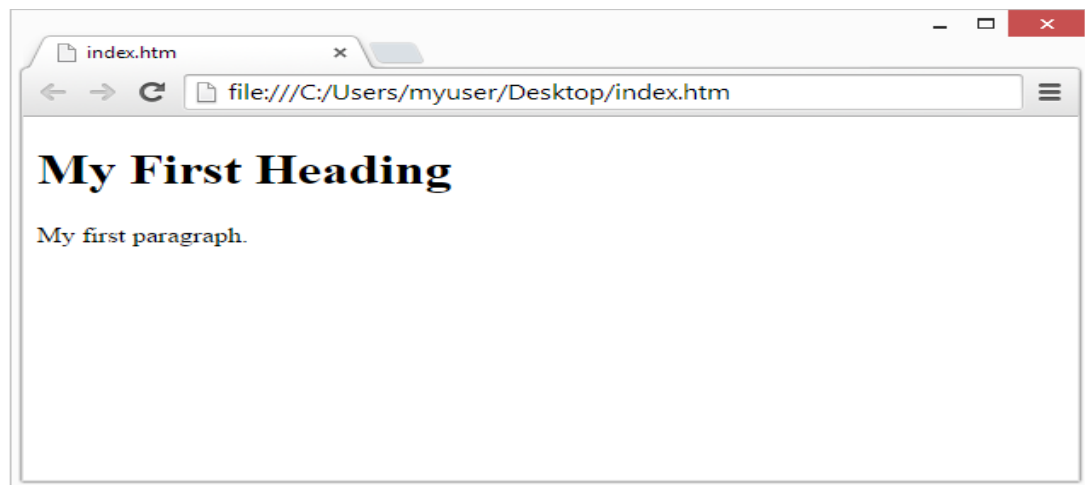
- HTML stands for Hyper Text Markup Language
- HTML describes the structure of Web pages using markup
- HTML elements are the building blocks of HTML pages
- HTML elements are represented by tags
- HTML tags label pieces of content such as "heading", "paragraph", "table"
- Browsers do not display the HTML tags, but use them to render the content of the page.
- **HTML tags are element names surrounded by angle brackets:**
<tagname>content goes here...</tagname>
- HTML tags normally come in pairs like <p> and </p>
- The first tag in a pair is the start tag, the second tag is the end tag
- The end tag is written like the start tag, but with a forward slash inserted before the tag name
- Tip: The start tag is also called the opening tag, and the end tag the closing tag.

HTML Script:

```
<!DOCTYPE html>
<html>
<head>
  <title>Page Title</title>
</head>

<body>
  <h1>My First Heading</h1>
  <p>My first paragraph.</p>
</body>

</html>
```

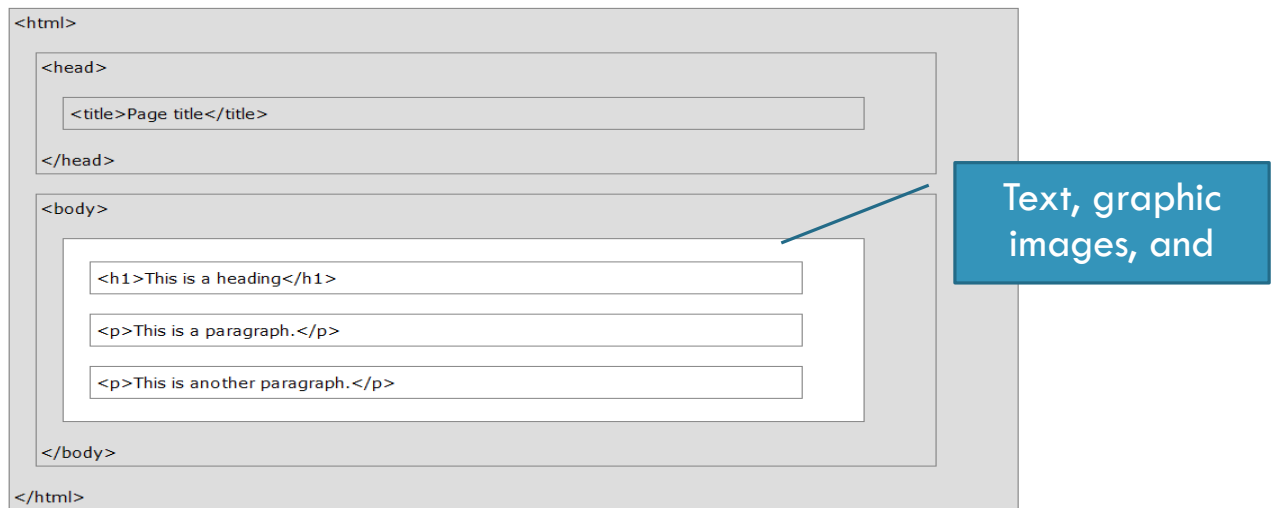


HTML Tags Defines

- The **DOCTYPE** declaration defines the document type to be HTML
- The text between **<html>** and **</html>** describes an HTML document
- The text between **<head>** and **</head>** provides information about the document
- The text between **<title>** and **</title>** provides a title for the document
- The text between **<body>** and **</body>** describes the visible page content
- The text between **<h1>** and **</h1>** describes a heading
- The text between **<p>** and **</p>** describes a paragraph
- The **<!DOCTYPE>** declaration represents the document type, and helps browsers to display web pages correctly.
- It must only appear once, at the top of the page (before any HTML tags).
- The **<!DOCTYPE>** declaration is not case sensitive.

Web Browsers

- The purpose of a web browser (Chrome, IE, Firefox, Safari) is to read HTML documents and display them.
 - The browser does not display the HTML tags, but uses them to determine how to display the document:
- **Below is a visualization of an HTML page structure:**



- Note: Only the content inside the `<body>` section (the white area above) is displayed in a browser.