# INTRO TO WEB DEVELOPMENT

SJU ACM STUDENT CHAPTER



## BASICS OF WEB DEVELOPMENT

#### WHAT IS WEB DEVELOPMENT?

- AS DEFINED BY THE WEBSITE GEEKSFORGEEKS.ORG:
  - WEB DEV REFERS TO THE CREATING, BUILDING, AND MAINTAINING OF WEBSITES.
  - IT INCLUDES ASPECTS SUCH AS WEB DESIGN, WEB PUBLISHING, WEB PROGRAMMING, AND DATABASE MANAGEMENT.
  - IT IS THE CREATION OF AN APPLICATION THAT WORKS OVER THE INTERNET (I.E. WEBSITES).







#### WHAT IS WEB DEVELOPMENT? (CONT.)

THE DESCRIPTION OF A WEB DEVELOPER AS OUTLINED BY 0\*NET

#### IS AS FOLLOWS:

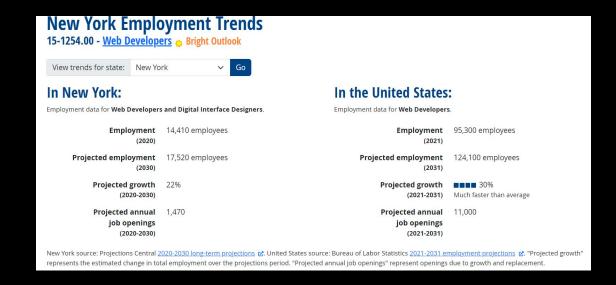
- "[WEB DEVELOPERS] DEVELOP AND IMPLEMENT WEBSITES,
   WEB APPLICATIONS, APPLICATION DATABASES, AND
   INTERACTIVE WEB INTERFACES.
- EVALUATE CODE TO ENSURE THAT IT IS PROPERLY
   STRUCTURED, MEETS INDUSTRY STANDARDS, AND IS
   COMPATIBLE WITH BROWSERS AND DEVICES.
- OPTIMIZE WEBSITE PERFORMANCE, SCALABILITY, AND SERVER-SIDE CODE AND PROCESSES..."

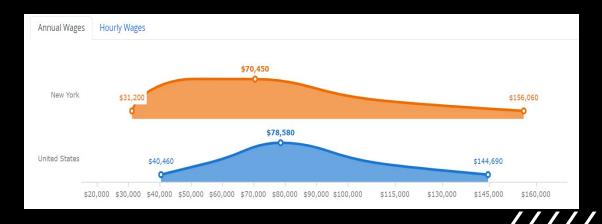




#### WEB DEV EMPLOYMENT TRENDS

- PER O\*NET:
  - MEDIAN WAGES:
    - US:
      - \$37.78/HOUR, \$78,580/YEAR
    - NEW YORK
      - \$33.87/HOUR, \$70,450/YEAR
  - PROJECTED GROWTH (2021-2031)
    - 22% IN NY, 30% IN US
    - MUCH FASTER THAN AVERAGE
    - BRIGHT OUTLOOK FOR THE FUTURE

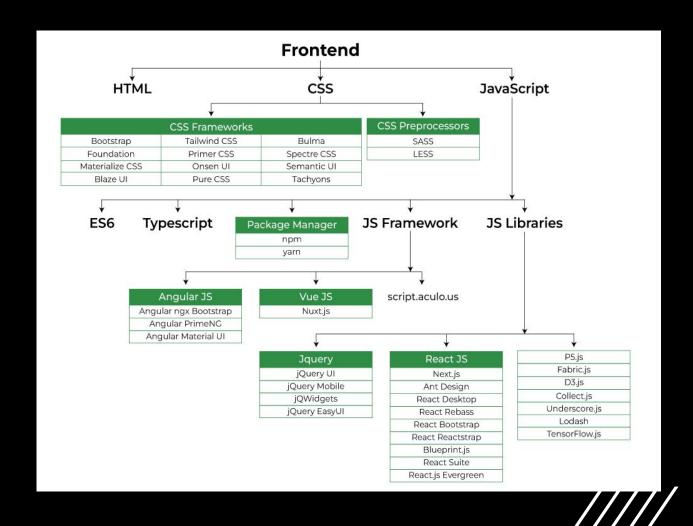




# TYPES OF WEB DEV

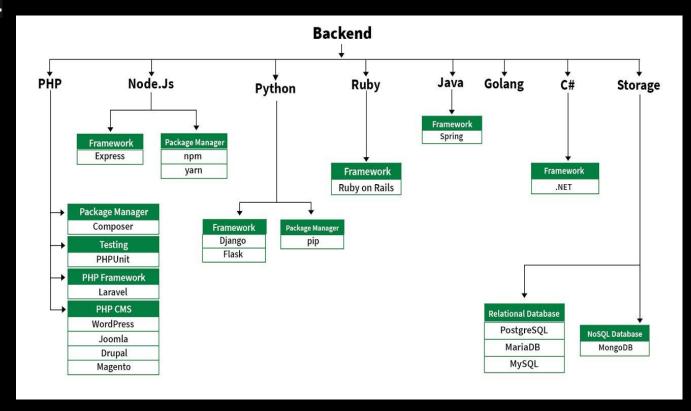
#### FRONT-END WEB DEV

- INVOLVES THE DEVELOPMENT OF THE GRAPHICAL USER
  INTERFACE (UI) OF A WEBSITE APPLICATION, SO THAT USER CAN
  VIEW AND INTERACT WITH THAT WEBSITE.
  - "CLIENT-SIDE" OF THE APP
- NECESSARY SKILLS & TOOLS:
  - LANGUAGES:
    - HTML, CSS, JAVASCRIPT
  - FRAMEWORKS/LIBRARIES:
    - BOOTSTRAP, TAILWIND CSS
    - ES6, TYPESCRIPT, ANGULARIS, REACT



#### BACK-END WEB DEV

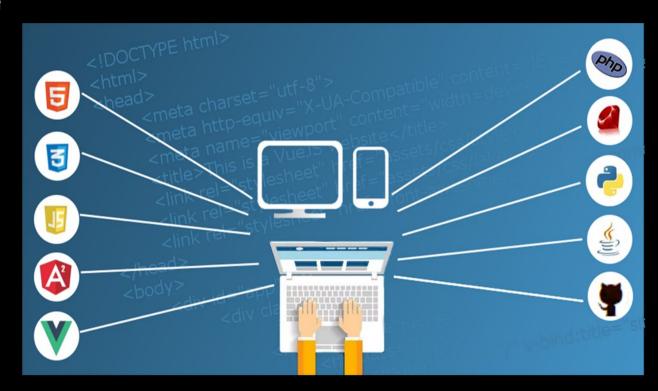
- INVOLVES THE DEVELOPMENT OF THE SERVER-SIDE OF THE WEBSITE.
- IT IS THE PART OF THE WEBSITE THAT IS INVISIBLE,
   NON-INTERACTIVE, DOES NOT COME INTO DIRECT CONTACT WITH USERS.
- NECESSARY SKILLS & TOOLS:
  - Languages:
    - PHP, JAVA, PYTHON, RUBY, C#
  - FRAMEWORKS/LIBRARIES:
    - NODE.JS, DJANGO, FLASK
    - MONGODB, MYSQL, .NET





### FULL-STACK WEB DEV

- INVOLVES DEVELOPING BOTH THE CLIENT-SIDE AND THE SERVER-SIDE OF THE WEBSITE.
  - FULL-STACK = FRONT-END + BACK-END
- FULL-STACK WEB DEVS TYPICALLY USE STACKS TO COMPLETE THEIR PROJECTS.
- POPULAR STACKS:
  - LAMP
    - LINUX, APACHE, MYSQL, PHP
  - MEAN/MERN
    - MONGODB, EXPRESS.JS, ANGULAR/REACT, NODE.JS





# INTRO TO HTML

#### WHAT IS HTML?

- HTML (AKA HYPERTEXT MARKUP LANGUAGE) IS THE STANDARD MARKUP LANGUAGE FOR DOCUMENTS DESIGNED TO BE DISPLAYED IN A WEB BROWSER.
  - DEFINES THE MEANING AND STRUCTURE OF WEB CONTENT
- FAST FACTS:
  - DEVELOPMENT START: 1989
  - INITIAL RELEASE: 1993
  - LATEST VERSION: HTML5, RELEASED IN 2008
  - CREATORS: TIM BERNERS-LEE, ROBERT CAILLIAU, OTHERS



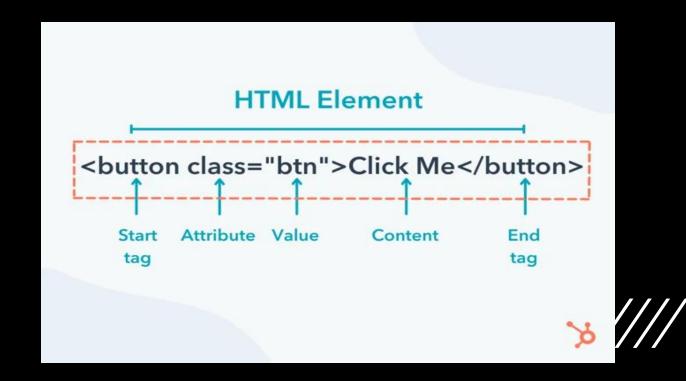




#### BASICS OF HTML - ELEMENTS

- ELEMENTS:
  - BASIC COMPONENTS OF AN HTML DOCUMENT THAT TELLS THE WEB BROWSER HOW TO STRUCTURE & INTERPRET PARTS OF IT.
  - TYPICALLY MADE UP OF AN OPENING/CLOSING TAG, ATTRIBUTES, AND CONTENT.
    - TAGS: MARK UP THE START OF AN ELEMENT, USUALLY ENCLOSED IN ANGLE BRACKETS.
    - ATTRIBUTES: CONTAIN ADDITIONAL PIECES OF INFORMATION.
    - CONTENT: STUFF INSIDE OF THE ELEMENT.





#### BASICS OF HTML - ELEMENTS (CONT.)

- FUN FACTS:
  - THERE ARE ABOUT 100+ HTML TAGS THAT EXIST AND THAT ARE USEABLE.
    - HTMLREFERENCE.IO LISTS 113 HTML TAGS (VARIES FROM SITE TO SITE)
- KEY THINGS TO REMEMBER:
  - THE VAST MAJORITY OF TAGS MUST BE OPENED AND CLOSED WITH CONTENT RESTING IN BETWEEN THE TAGS.
  - WHEN USING MULTIPLE TAGS, THEY MUST BE CLOSED IN THE ORDER IN WHICH THEY WERE OPENED.





## BASICS OF HTML - PAGE CONSTRUCTION

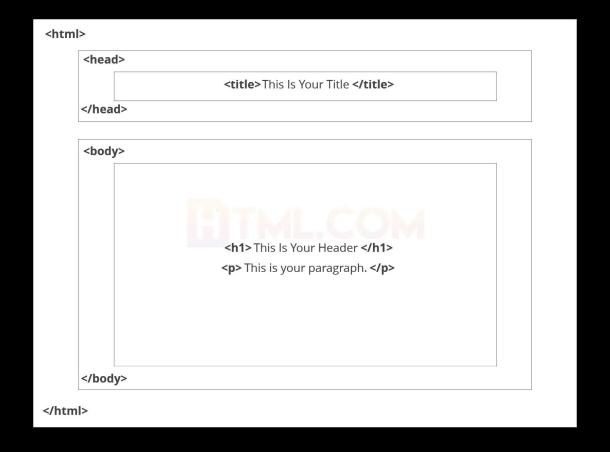
- <!DOCTYPE HTML>
  - THIS IS A DOCUMENT TYPE DECLARATION, WHICH SPECIFIES THE LANGUAGE YOU WILL BE WRITING IN.
    - SHOULD ALWAYS GO ON THE VERY FIRST LINE OF CODE.
- <HTML>
  - DEFINES THE ROOT ELEMENT OF HTML DOCUMENT.
    - ALL OTHER ELEMENTS MUST BE CONTAINED WITHIN THIS ELEMENT.





## **BASICS OF HTML - PAGE CONSTRUCTION (CONT.)**

- <HEAD>
  - DEFINES A CONTAINER FOR A WEB PAGE'S METADATA.
    - IN OTHER WORDS, THIS IS WHERE ALL THE METADATA GOES, SO SEARCH ENGINES & OTHER PROGRAMS CAN USE THEM.
- <BODY>
  - THE CONTAINER FOR THE WEB PAGE'S CONTENT.
    - WHERE ELEMENTS LIKE <P>, <H1>, AND <TITLE>
       RESIDE.





#### BASICS OF HTML - OTHER IMPORTANT ELEMENTS

- HEADINGS (<H1> -<H6>)
  - USED TO CREATE HEADINGS, DEPENDING ON LEVEL OF IMPORTANCE. <H1> = MOST IMPORTANT, <H6> = LEAST IMPORTANT
- ANCHOR (<A>)
  - CREATES A LINK TO A URL
    - ABLE TO TARGET WEB PAGES, SECTIONS WITHIN A PAGE, EMAIL ADDRESSES, ETC.
- IMAGE (<IMG>)
  - USED TO INSERT IMAGES INTO A WEB PAGE.
- METADATA ( < META > )
  - DEFINES THE METADATA ATTACHED TO A WEB PAGE,

Element	Meaning	Purpose
<b></b>	Bold	Highlight important information
<strong></strong>	Strong	Similarly to bold, to highlight key text
<i>&gt;</i>	Italic	To denote text
<em></em>	Emphasised Text	Usually used as image captions
<mark></mark>	Marked Text	Highlight the background of the text
<small></small>	Small Text	To shrink the text
<strike></strike>	Striked Out Text	To place a horizontal line across the text
<u></u>	Underlined Text	Used for links or text highlights
<ins></ins>	Inserted Text	Displayed with an underline to show an inserted text
<sub></sub>	Subscript Text	Typographical stylistic choice
<sup></sup>	Superscript Text	Another typographical presentation style

# INTRO TO CSS

## • LIVE VISUAL: HTML WITH/WITHOUT CSS

#### **WEBSITE**





#### WHAT IS CSS?

- CSS (AKA CASCADING STYLE SHEETS) IS THE STYLE SHEET LANGUAGE USED TO DESCRIBE THE PRESENTATION OF WEB PAGES.
- FAST FACTS:
  - PROPOSED: 1994
  - RELEASED: DECEMBER 17TH, 1996
  - LATEST RELEASE: CSS3, RELEASED IN 1999
  - CREATORS: HAKON WIUM LIE, BERT BOS, WORLD
     WIDE WEB CONSORTIUM (W3C)







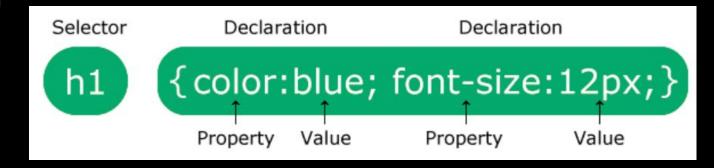
#### BASICS OF CSS - WHAT DOES IT DO?

- CSS IS USED TO DEFINE STYLES FOR WEB PAGES:
  - CONTROLS THE LAYOUT, TYPOGRAPHY, COLORS, AND OTHER VISUAL ASPECTS
  - CREATES RESPONSIBLE AND SCALABLE LAYOUTS THAT LOOK GOOD ON ANY DEVICE
  - ADDS VISUAL EFFECTS SUCH AS ANIMATIONS, TRANSITIONS, AND OTHER VISUAL EFFECTS
- CSS SAVES TIME AND EFFORT:
  - CAN CONTROL THE LAYOUT OF MULTIPLE WEB PAGES ALL
     AT ONCE
- CSS SOLVED BIG PROBLEMS:
  - INCONSISTENCY, SCALABILITY, ACCESSIBILITY, ETC.



#### BASICS OF CSS - SYNTAX

- SELECTOR:
  - POINTS TO THE HTML ELEMENT THAT YOU ARE TRYING TO STYLE
- PROPERTY:
  - STYLED USING CSS. COLOR IS AN EXAMPLE OF A PROPERTY.
- PROPERTY VALUE
  - A VALUE THAT IS ASSIGNED TO A CSS PROPERTY. FOR INSTANCE, IF YOU ASSIGN "BLUE" TO THE COLOR PROPERTY, THE TEXT IN A GIVEN ELEMENT WILL TURN BLUE.



```
body {
   background-color: ■#c8f7ea;
   font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;
}
```

#### BASICS OF CSS - HOW TO ADD TO HTML

- THERE ARE THREE WAYS TO INSERT CSS INTO AN HTML DOC:
  - EXTERNAL CSS
    - TYPICALLY IN A SEPARATE FILE, CAN BE USED TO CONTROL THE STYLE OF ENTIRE WEBSITES
    - EACH HTML PAGE MUST INCLUDE A REFERENCE TO THE EXTERNAL STYLE SHEET FILE INSIDE THE <LINK> ELEMENT, INSIDE THE HEAD SECTION.
  - INTERNAL CSS

CAN BE USED TO CONTROL INDIVIDUAL HTML PAGES IF THEY HAVE A UNIQUE STYLE

- THE INTERNAL STYLE IS DEFINED INSIDE THE <STYLE> ELEMENT, INSIDE THE HEAD SECTION.
- INLINE CSS
  - CAN BE USED TO CONTROL THE STYLE OF INDIVIDUAL ELEMENTS.
  - ADD THE STYLE ATTRIBUTE TO THE RELEVANT ELEMENT. THE STYLE ATTRIBUTE CAN CONTAIN ANY CSS PROPERTY.



#### BASICS OF CSS - HOW TO ADD TO HTML CONT.

EXTERNAL CSS EXAMPLE:

```
<!DOCTYPE html>
<html>
<head>
<link rel="stylesheet" href="mystyle.css">
</head>
<body>
<h1>This is a heading</h1>
This is a paragraph.
</body>
</html>
```

INTERNAL CSS EXAMPLE:

```
<!DOCTYPE html>
<html>
<head>
<style>
body {
  background-color: linen;
h1 {
  color: maroon;
  margin-left: 40px;
```



#### BASICS OF CSS - HOW TO ADD TO HTML CONT.

INLINE CSS EXAMPLE:

```
<!DOCTYPE html>
<html>
<body>
<h1 style="color:blue;text-align:center;">This is a heading</h1>
This is a paragraph.
</body>
</html>
```



#### BASICS OF CSS - SELECTORS

- CSS SELECTORS ARE USED TO FIND/SELECT THE HTML ELEMENTS YOU WANT TO STYLE.
- FIVE CATEGORIES OF SELECTORS:
  - SIMPLE SELECTORS
    - SELECT BASED ON NAME, ID , CLASS
  - COMBINATOR SELECTORS
    - SELECT BASED ON SPECIFIC RELATIONSHIPS
  - PSEUDO-CLASS SELECTORS
    - SELECT BASED ON A CERTAIN STATE
  - PSEUDO-ELEMENTS SELECTORS
    - SELECT & STYLE PART OF AN ELEMENT
  - ATTRIBUTE SELECTORS
    - SELECT BASED ON ATTRIBUTE & VALUE

We can divide CSS selectors into five categories:

- Simple selectors (select elements based on name, id, class)
- Combinator selectors (select elements based on a specific relationship between them)
- <u>Pseudo-class selectors</u> (select elements based on a certain state)
- Pseudo-elements selectors (select and style a part of an element)
- Attribute selectors (select elements based on an attribute or attribute value)



#### BASICS OF CSS - SELECTOR EXAMPLES

SIMPLE SELECTORS:

```
p {
  text-align: center;
  color: red;
}
```

```
.center {
  text-align: center;
  color: red;
}
```

```
#para1 {
  text-align: center;
  color: red;
}
```

COMBINATOR SELECTORS:

```
div p {
  background-color: yellow;
}
```

```
div > p {
  background-color: yellow;
}
```

```
div + p {
  background-color: yellow;
}
```

PSEUDO-CLASS SELECTORS:

```
selector:pseudo-class {
  property: value;
}
```

```
a.highlight:hover {
  color: #ff0000;
}
```

```
div:hover {
  background-color: blue;
}
```

#### BASICS OF CSS - SELECTOR EXAMPLES CONT.

PSEUDO-ELEMENTS SELECTORS:

```
selector::pseudo-element {
  property: value;
}
```

```
p::first-line {
  color: #ff0000;
  font-variant: small-caps;
}
```

```
p::first-letter {
  color: #ff0000;
  font-size: xx-large;
}
```

ATTRIBUTE SELECTORS:

```
a[target] {
  background-color: yellow;
}
```

```
a[target="_blank"] {
  background-color: yellow;
}
```

```
[title~="flower"] {
  border: 5px solid yellow;
}
```



## BASICS OF CSS - IMPORTANT PROPERTIES

#### HERE ARE SOME IMPORTANT PROPERTIES AND THE POTENTIAL VALUES

#### THAT CAN BE ASSIGNED TO THEM:

Property	Property Value
color	red, blue, green, #ffffff, rgb(255, 0, 0), etc.
font-family	Arial, Helvetica, Times New Roman, etc.
font-size	12px, 16px, 20px, etc.
width	100px, 50%, auto, etc.
height	100px, 50%, auto, etc.
margin	10px, 20px, auto, etc.
padding	10px, 20px, auto, etc.
background-color	red, blue, green, #ffffff, rgb(255, 0, 0), etc.
background-image	none, url(image.png), linear-gradient(red, blue), etc.



#### BASICS OF CSS - COLOR PROPERTY

- COLORS ARE SPECIFIED IN TWO DIFFERENT WAYS:
  - PREDEFINED COLOR NAMES
    - HTML/CSS BOTH SUPPORT 140 COLOR NAMES
       (TOMATO, ORANGE, DODGERBLUE, ETC.)
  - RGB/RGBA, HEX, AND HSL/HSLA VALUES
    - RBG: (RED, GREEN, BLUE)
    - RGBA: (RED, GREEN, BLUE, ALPHA)
    - HEX: HEXADECIMAL VALUE (#FFFFFF)
    - HSL: (HUE, SATURATION, LIGHTNESS)
    - HSLA: (HUE, SATURATION, LIGHTNESS, ALPHA)



#### BASICS OF CSS - HEIGHT/WIDTH/MARGIN/PADDING

THESE PROPERTIES ARE TYPICALLY USED TO CHANGE THE

**ENVIRONMENT AROUND AN HTML ELEMENT.** 

- HEIGHT/WIDTH:
  - SET HEIGHT/WIDTH OF AN ELEMENT.
- MARGIN:
  - CREATES SPACE AROUND ELEMENTS, OUTSIDE OF ANY DEFINED BORDERS.
- PADDING:
  - CREATES SPACE AROUND AN ELEMENT'S CONTENT,

INSIDE OF ANY DEFINED BORDERS.

```
div {
 height: 200px;
 width: 50%;
 background-color: powderblue;
  margin-top: 100px;
  margin-bottom: 100px;
  margin-right: 150px;
  margin-left: 80px;
div {
   padding-top: 50px;
   padding-right: 30px;
   padding-bottom: 50px;
   padding-left: 80px;
```



## **BRIEF OVERVIEW OF JS**

### WHAT IS JS?

- JAVASCRIPT (AKA JS) IS A HIGH-LEVEL PROGRAMMING LANGUAGE THAT IS ONE OF THE CORE TECHNOLOGIES OF THE WORLD WIDE WEB, ALONG WITH HTML/CSS.
- FAST FACTS:
  - RELEASED: DECEMBER 4TH, 1995
  - CREATOR: BRENDAN EICH
  - CONFORMS TO ECMASCRIPT STANDARD.
  - LATEST RELEASE: ECMASCRIPT 2023, JUNE 2023
  - JAVASCRIPT != JAVA







#### BASICS OF JS - WHAT DOES IT DO?

- JS, WITH HTML/CSS, CAN:
  - CHANGE HTML CONTENT
  - CHANGE HTML ATTRIBUTE VALUES
  - CHANGE CSS STYLES
  - SHOW/HIDE HTML ELEMENTS
- JS CAN ALSO:
  - ADD INTERACTIVITY TO WEBSITES
  - CREATE ANIMATIONS AND VISUAL EFFECTS
  - VALIDATE FORMS
  - COMMUNICATE WITH SERVERS





#### BASICS OF JS - HOW TO ADD TO HTML/CSS?

- TO INSERT JS INTO HTML:
  - USE THE <SCRIPT > TAG
  - USE JS HTML METHODS SUCH AS GETELEMENTID()
- JS SCRIPTS CAN BE INSERTED INTO THE EITHER THE<HEAD> OR <br/>
  <BODY> ELEMENTS, OR BOTH.
  - JS FUNCTIONS CAN ALSO BE INSERTED IN HERE
  - HOWEVER, IT MIGHT BE MORE ADVANTAGEOUS TO PLACE
     SCRIPTS IN EXTERNAL FILES

```
document.getElementById("demo").innerHTML = "My First JavaScript";

</script>

function myFunction() {
   document.getElementById("demo").innerHTML = "Paragraph changed.";
}
```

```
<!DOCTYPE html>
<html>
<head>
<script>
function myFunction() {
    document.getElementById("demo").innerHTML = "Paragraph changed.";
}
</script>
</head>
<body>
<h2>Demo JavaScript in Head</h2>

cpid="demo">A Paragraph
<button type="button" onclick="myFunction()">Try it</button>
</body>
</html>
```



#### BASICS OF JS - SYNTAX

- JS DEFINES TWO TYPES OF VALUES:
  - FIXED/LITERAL & VARIABLES
- FIXED/LITERAL:
  - NUMBERS = WRITTEN WITH/WITHOUT DECIMALS
  - STRINGS = TEXT, WRITTEN IN SINGLE/DOUBLE QUOTES
- VARIABLES:
  - USED TO STORE DATA VALUES
  - KEYWORDS: VAR, LET, & CONST (ALL LOWERCASE)
- JS IS ALSO CASE-SENSITIVE, BECAUSE ALL IDENTIFIERS ARE CASE SENSITIVE
- JS COMMENTS = JAVA COMMENTS
- DON'T FORGET YOUR SEMICOLON!

```
// How to create variables:
var x;
let y;

// How to use variables:
x = 5;
y = 6;
let z = x + y;
```



#### BASICS OF JS - OUTPUT/DISPLAY

- JS CAN DISPLAY DATA IN FOUR WAYS:
  - WRITING INTO HTML ELEMENT
  - WRITING INTO HTML OUTPUT
  - WRITING INTO AN ALERT BOX
  - WRITING INTO CONSOLE

JavaScript can "display" data in different ways:

- Writing into an HTML element, using innerHTML.
- Writing into the HTML output using document.write().
- Writing into an alert box, using window.alert().
- Writing into the browser console, using console.log().



# DEMO TIME!

### DEMO OVERVIEW

WE WILL BE LOOKING AT A DEMO WEBSITE THAT I CREATED

**USING HTML/CSS:** 

45.33.85.242

About Grand Gallery of Memes Social Links

Welcome to the SJU Memeifiers Official Website! Founded in 2023, we are the premier group for memes on SJU's Queens Campus.

Our Mission: We aim to promote creativity, humor, and community through the creation and sharing of memes.

Memes. Are. Life.

**Meet the Memeifiers:** 



#### **RESOURCES**

- WEB DEV RESOURCES:
  - 0\*NET:
    - HTTPS://WWW.ONETONLINE.ORG/LINK/SUMMARY/15-1254.00
    - HTTPS://WWW.ONETONLINE.ORG/LINK/LOCALTRENDS/15-1254.00?ST=NY
  - GEEKS FOR GEEKS:
    - HTTPS://WWW.GEEKSFORGEEKS.ORG/WEB-DEVELOPMENT/
  - UDACITY:
    - HTTPS://WWW.UDACITY.COM/BLOG/2020/12/FRONT-END-VS-BACK-END-VS-FULL-STACK-WEB-DEVELOPERS.HTML



#### **RESOURCES**

#### · HTML:

- HTML.COM
- HTTPS://DEVELOPER.MOZILLA.ORG/EN-US/DOCS/LEARN/HTML/INTRODUCTION\_TO\_HTML/GETTING\_STARTED
- HTTPS://WWW.DIGITALOCEAN.COM/COMMUNITY/TUTORIALS/WHAT-IS-AN-HTML-ELEMENT
- HTTPS://HTMLREFERENCE.IO/
- HTTPS://DEVPRACTICAL.COM/HOW-MANY-HTML-TAGS/
- HTTPS://WWW.W3SCHOOLS.COM/HTML/DEFAULT.ASP
- HTTPS://HTML.SPEC.WHATWG.ORG/MULTIPAGE/
- HTTPS://BOOKS.GOALKICKER.COM/HTML5BOOK/
- HTTPS://WWW.FREECODECAMP.ORG/LEARN/2022/RESPONSIVE-WEB-DESIGN/

#### • CSS:

- HTTPS://WWW.W3SCHOOLS.COM/CSS/DEFAULT.ASP
- HTTPS://DEVELOPER.MOZILLA.ORG/EN-US/DOCS/WEB/CSS
- HTTPS://WWW.DOFACTORY.COM/CSS/PROPERTIES
- HTTPS://WWW.W3.ORG/STYLE/CSS/SPECS.EN.HTML
- HTTPS://BOOKS.GOALKICKER.COM/CSSBOOK/



#### **RESOURCES**

#### JAVASCRIPT:

- HTTPS://BOOKS.GOALKICKER.COM/JAVASCRIPTBOOK/
- HTTPS://WWW.W3SCHOOLS.COM/JS/DEFAULT.ASP
- HTTPS://WWW.FREECODECAMP.ORG/LEARN/JAVASCRIPT-ALGORITHMS-AND-DATA-STRUCTURES/
- HTTPS://DEVELOPER.MOZILLA.ORG/EN-US/DOCS/WEB/JAVASCRIPT
- HTTPS://WWW.FREECODECAMP.ORG/NEWS/23-FREE-WEBSITES-TO-LEARN-JAVASCRIPT/



# THANK YOU!