



CIS 201

Fundamentals of web design

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Chapter 1

Introduction to the internet and world wide web

Chapter outline

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- 3. Ways to Access the Internet and the Web**
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- 5. Other Internet Services**
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- 6. Brief overview about HTML, CSS and JavaScript**

1. The Internet

1.1 History and Evolution

- **INTERNET** – an interconnected network of networks that link computer to computer using protocol.
- It was called **ARPANET** in 1969 as a research network by Advanced Research Projects Agency (ARPA) of the US Defence Department.
- ARPANET development resulted from a collaboration among universities, industry, and government.

1. The Internet

- **World Wide Web** (WWW) started in 1989 at the European Particle Physics Laboratory (CERN) by Tim Berners-Lee.
- It is a network of computers that serve web pages that distributed hypermedia information system on the Internet.
- Information can be organize, link, and access via client-server protocol.

2. The World Wide Web

2.1 Web Standard

- **World Wide Web(WWW)** is a part of the Internet that consists of Internet connected computers called **Web Servers** that store electronic documents called **Web Pages**.
- **Web Page** is a specially formatted document that can contain images, text, interactive elements, and hyperlinks, which links to other pages.
- **Web Site** is a group of related Web Pages.
- A web site's primary page known as **Home Page**, typically introduces the web site and provide information about the site's purpose and content.

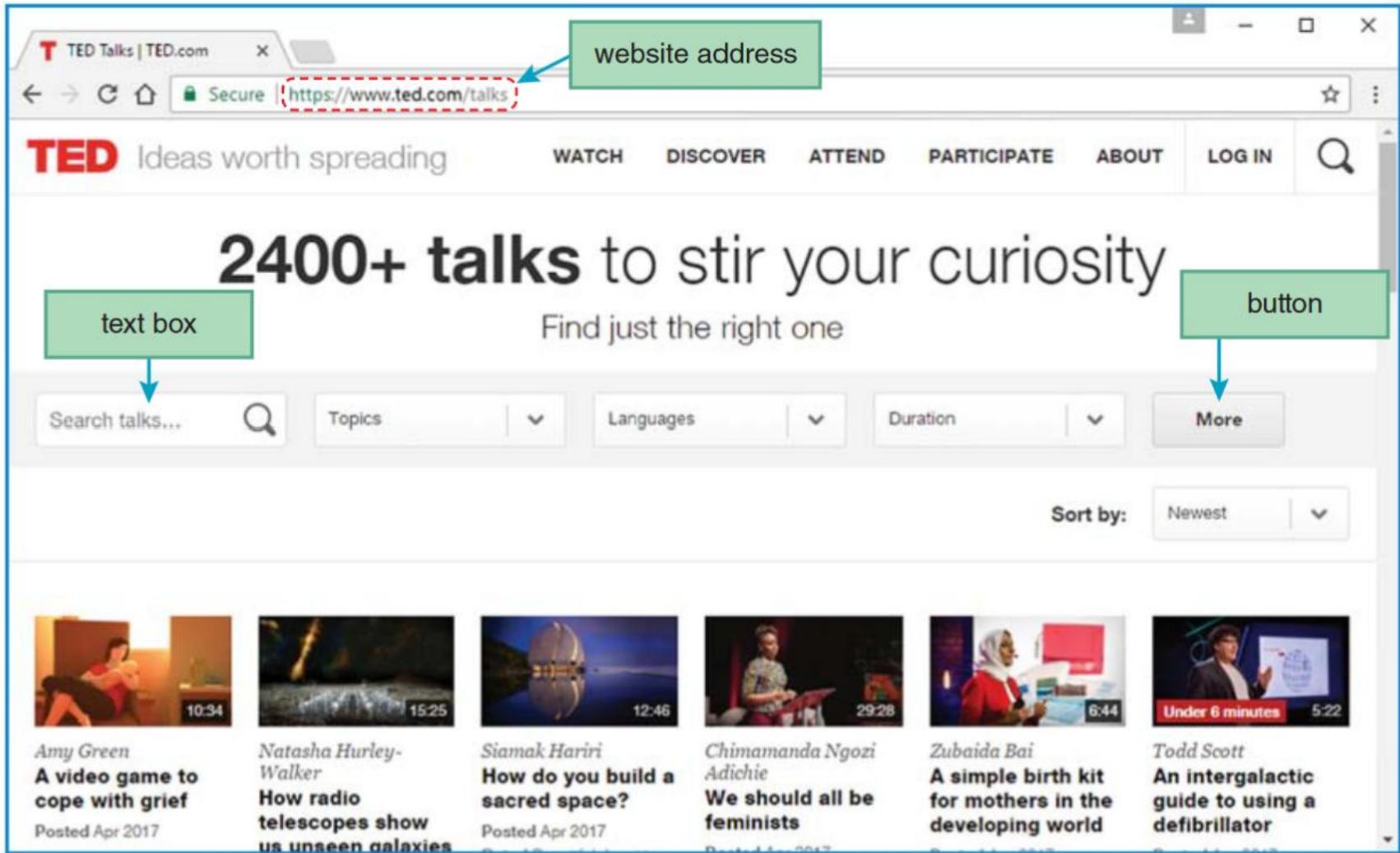
2. The World Wide Web – Cont.

- A **hyperlink**, or simply known as link, is a word, phrase or image that connects web pages.



- Exploring the Web by jumping from one web page to another is sometimes called **browsing** or **surfing the web**.

2. The World Wide Web – Cont.



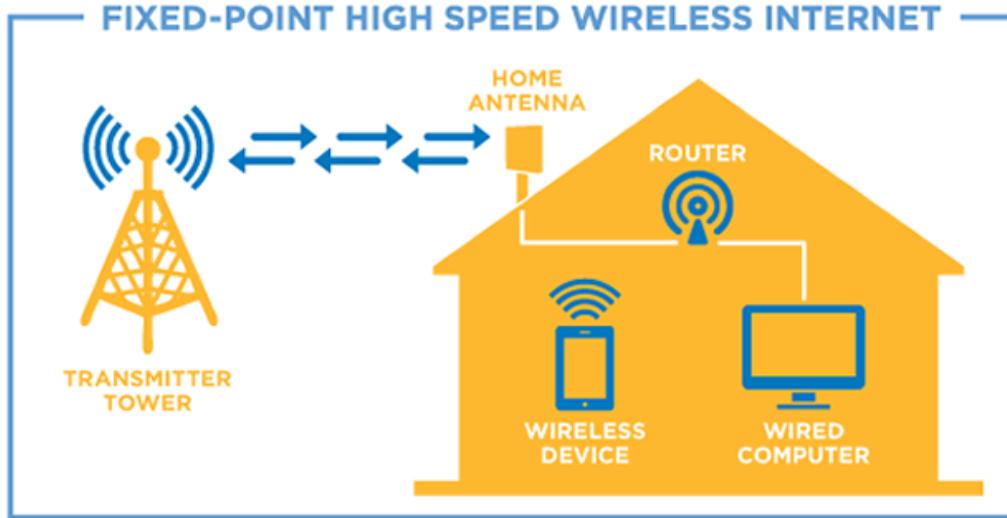
3.Ways to Access the Internet and the web

- In the past, the most common way to access the Internet was using a dial-up telephone line. Today, faster access methods, including digital dedicated lines, cable broadband, and wireless transmissions.
- The speed at which data travel from one device to another is called the **transfer rate**, which is expressed as **bits per second (bps)** – that is, the number of bits the line can transmit in one second.

3.Ways to Access the Internet and the web – Cont.

3.1 Fixed and Mobile Wireless Access

- **Fixed wireless** is Internet connectivity service that uses satellite technology.



3.Ways to Access the Internet and the web – Cont.

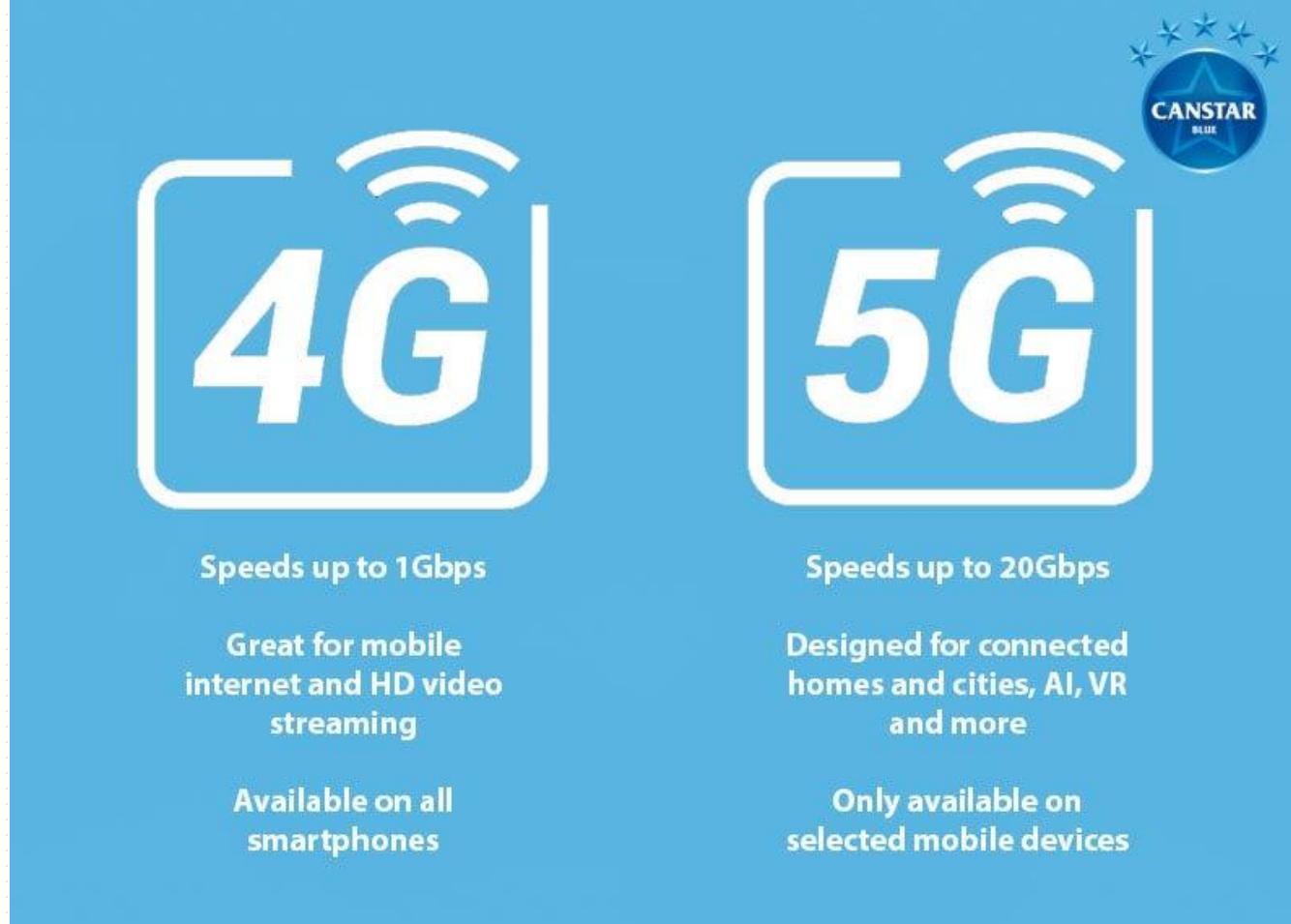
- **Mobile wireless** is Internet connectivity service that uses radio signals or **wireless fidelity (Wi-Fi)**.
- Wi-Fi provides wireless connectivity to devices within a certain range.



3.Ways to Access the Internet and the web – Cont.

- 4G and 5G are wireless internet technologies. The 'G' stands for generation.
- 4G systems support speech, data services, gaming, and streaming multimedia.
- 5G is the latest generation, offering significantly faster speeds, lower latency, and the ability to connect a large number of devices simultaneously. It supports advanced applications such as autonomous vehicles, smart cities, and real-time remote surgery.

3.Ways to Access the Internet and the web – Cont.



3.Ways to Access the Internet and the web – Cont.

3.2 Internet Service Providers

- **Internet Services Providers (ISP)** is a business that has a permanent Internet connection and provides temporary Internet connections to individuals and companies using one or more access method: dial-up, high-speed dial-up, broadband, or wireless



3.Ways to Access the Internet and the web – Cont.

3.3 Web Browsers

- To view Web pages, you need a Web Browser.
- **Web Browser** is a software program that requests, downloads, and displays Web pages stored on *Web Server*.



Safari

Apple



Firefox

Mozilla



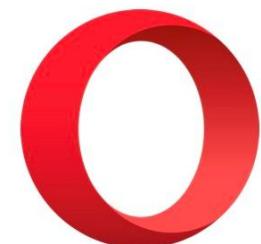
Chrome

Google



Edge new

Microsoft



Opera

Opera Software

MacOS, iOS

MacOS, MS Windows, Linux OS
Android OS

MacOS, MS Windows, Linux OS,
Android OS, Chrome OS

MS Windows, MacOS, iOS
Android OS

MacOS, MS Windows, Linux OS,
Android OS



3.Ways to Access the Internet and the web – Cont.

- You can access a Web page by entering its unique address, called the **Uniform Resource Locator (URL)**, in a browser's address bar.
- URL consist of a *domain name* and *top-level domain designation*.
- Many URLs also included, folder and files names are separated by forward slash characters following the top-level domain designation.

3.Ways to Access the Internet and the web – Cont.

- A URL identifies a computer on the Internet



3.Ways to Access the Internet and the web – Cont.

- An **IP address** is the numeric address for computer connected to the Internet.
- Every device in a computer network has an IP address.
- A **domain name** is the text version of a computer's numeric IP address.



3.Ways to Access the Internet and the web – Cont.

- Different between IP Address and Domain Names

| IP ADDRESS | DOMAIN NAMES |
|---|---|
| <ul style="list-style-type: none">An identifier for a computer or device on a TCP/IP network. Networks route messages based on the IP address of the destination. The format of an IP address is four numbers separated by periods. Each number can be zero to 255.For example, 1.140.10.230 could be an IP address. | <ul style="list-style-type: none">A name that identifies one or more IP addresses. For example, the domain name notifycorp.com represents several IP addresses. Domain names are used in URLs to identify particular Web pages.For example, in the URL http://www.notifycorp.com/index.htm, the domain name is notifycorp.com. |

4. Types of Web Sites – Cont.

- **Top-level domain (TLD)**
- A **top-level domain (TLD)** designation indicates the type of organization or general domain.

| Top-Level Domain | Domain Type |
|------------------|--------------------------|
| .biz | Business |
| .com | Commercial, personal |
| .edu | Education |
| .gov | Government |
| .mil | Military |
| .net | Network providers |
| .org | Non-commercial community |

4. Types of Web Sites – Cont.

- Some countries have their own TLDs.

| .my | Malaysia |
|-----|--------------|
| .sg | Singapore |
| .jp | Japan |
| .us | United State |
| .de | German |
| .fr | France |
| .sa | Saudi Arabia |

4. Types of Web Sites – Cont.

- In URL, the *domain name* and *top-level domain* designation are preceded by a **protocol**.
- For Web pages, that protocol is the **Hypertext Transfer Protocol (HTTP)**, which is the communications standard for transmitting Web pages over the Internet.
- Most Web browsers will insert the HTTP protocol automatically as the requested Web page is downloaded into the browser.

3.Ways to Access the Internet and the web – Cont.

3.4 Alternative Web Page Viewing Devices

- In the past, the most common way to view Web pages is using desktop or laptop.
- Today, you also can view Web pages using *handheld computer*.
- **Handheld computers** are wireless, portable computer designed to fit in a user's hand.
- A **personal digital assistant (PDA)** is a type of handheld computer used to manage personal information and access the Internet. Today, most PDAs are Smartphone's.
- **Smartphone** is a mobile phone that offers other features, such as a camera, calendar, and Internet access for e-mail, music downloads and access to Web pages in addition to cellular voice telephone service.

3.Ways to Access the Internet and the web – Cont.



4. Types of Web Sites

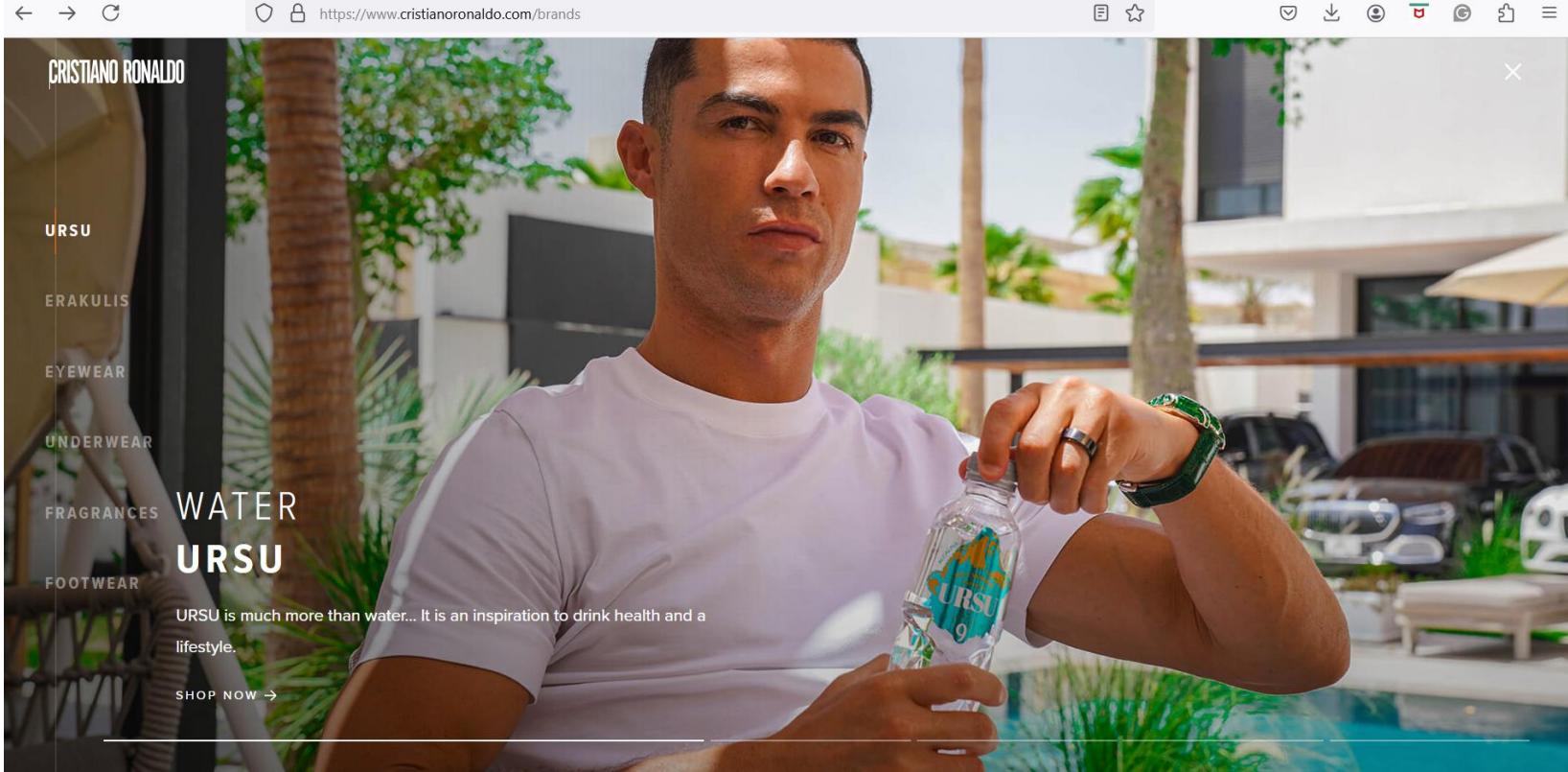
- Web can be categorized as personal, organizational and commercial.
- A Web site's type differs from a Web site's purpose.

4. Types of Web Sites – Cont.

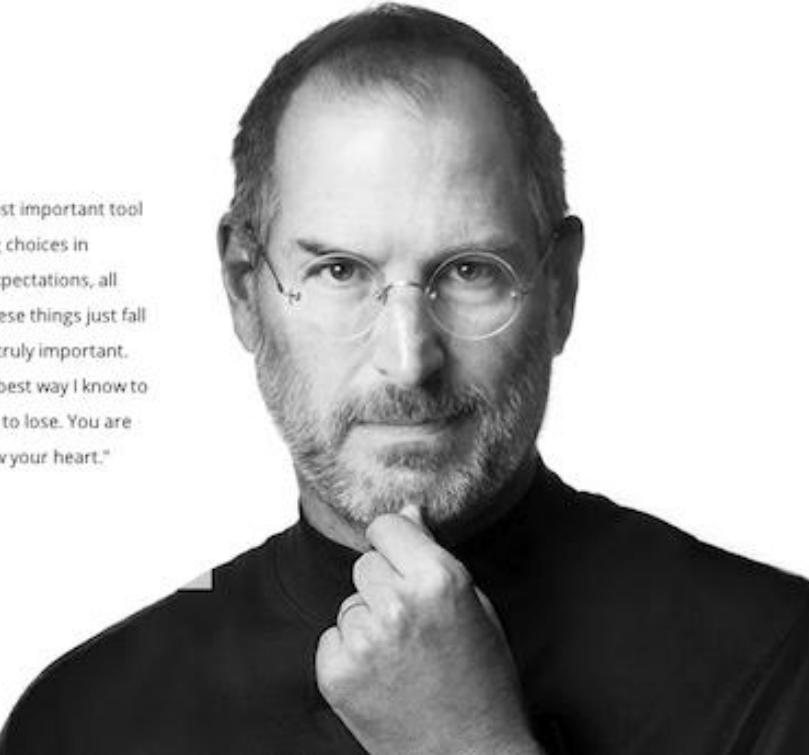
4.1 Personal Web Sites

- Individual create their own personal Web sites for a range of communication purpose.
- You might use personal Web site to promote your employment credentials, share news and photos with friends and family, or share a common interest or hobby with fellow enthusiasts.

4. Types of Web Sites – Cont.



4. Types of Web Sites – Cont.



Steve Jobs
1955 - 2011

"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart."

en.wikipedia.org/wiki/Steve_Jobs
allaboutstevejobs.com

4. Types of Web Sites – Cont.

The screenshot shows David Beckham's official Facebook page. At the top, there is a large profile picture of him sitting down. Below it, the page title is "David Beckham" with the subtitle "Athlete". A "Like" button is visible. The main content area features a horizontal scrollable gallery of five small images related to soccer. Below this, a post from David Beckham is displayed, expressing his sadness over the death of Seve Ballesteros. The post has received 10,196 likes and 722 comments. Another post from David Beckham is shown below, sharing a link from ESPN Los Angeles about a soccer game between the Galaxy and the LAFC.

Wall

David Beckham

I was very sad to hear of the death of Seve Ballesteros over the weekend. I used to love watching him play golf when I was younger. He was a great man who made golf popular to millions across the world. He will be missed and my thoughts are with his family and friends at this time.

15 hours ago

10,196 people like this.

View all 722 comments

David Beckham

GALAXY: Great game, good draw - Soccer Blog - ESPN Los Angeles
espn.go.com

CARSON, Calif. — Major League Soccer's biggest showdown yet this season also was among its best encounters, a 1-1 draw Saturday night between the Ga

Sunday at 6:25pm • Share

4. Types of Web Sites – Cont.

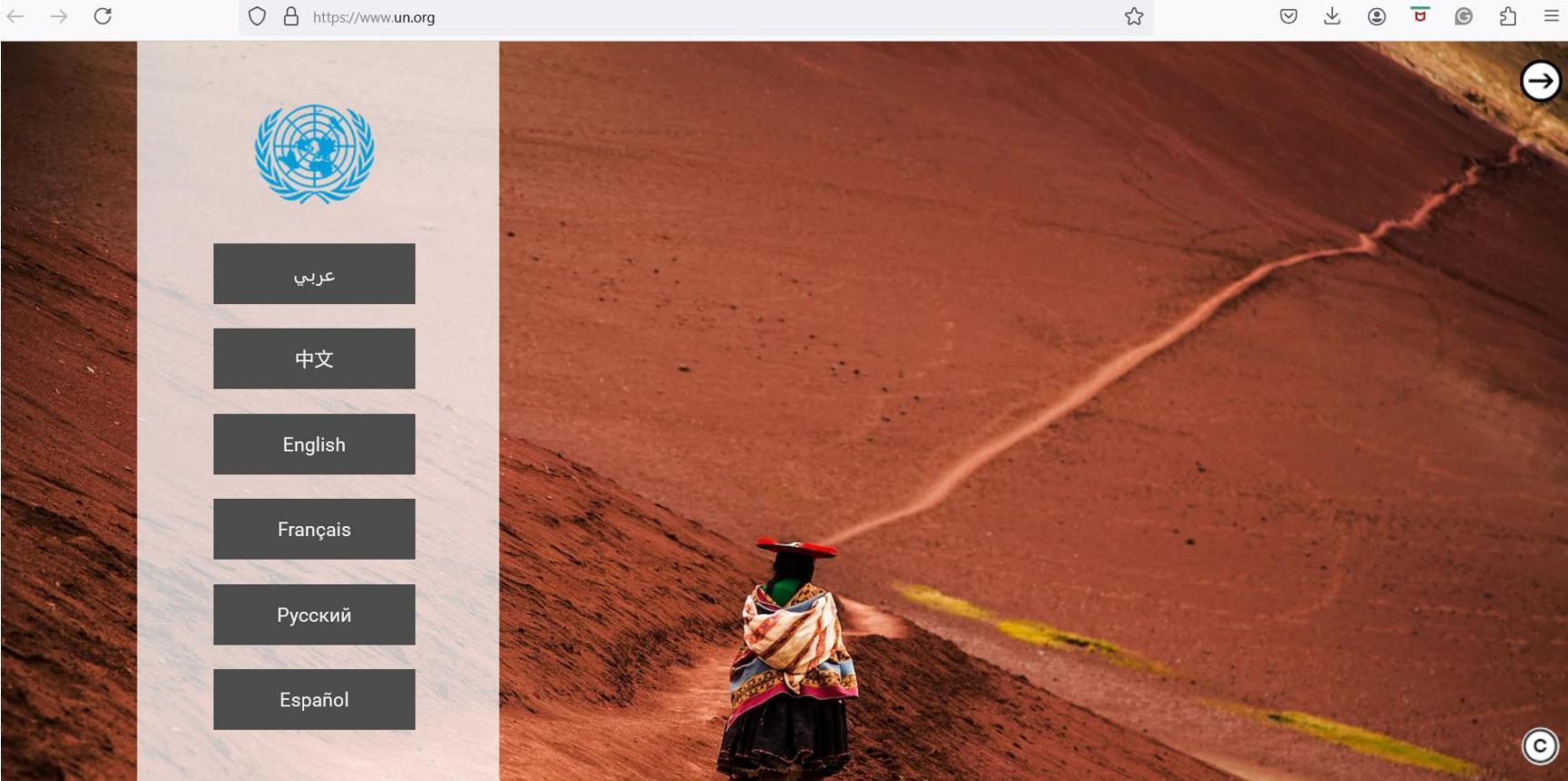
4.2 Organizational Web Sites

- An organizational Web site is one that owned by any type of group, association, or organization, whether it is professional or amateur group.
- For example, if you belong to the Advertisement Photographers Association of North Malaysia, you might volunteer to create an organizational Web site to promote member accomplishments or to encourage support and participation.

4. Types of Web Sites – Cont.



4. Types of Web Sites – Cont.



4. Types of Web Sites – Cont.

4.3 Commercial Web Sites

- The goal of many commercial websites is to promote and sell products or services of a business, from the smallest home-based business to the largest international enterprise.
- The design and content of a large enterprise's Web site might be much more sophisticated and complex than that of a small business's Web site.

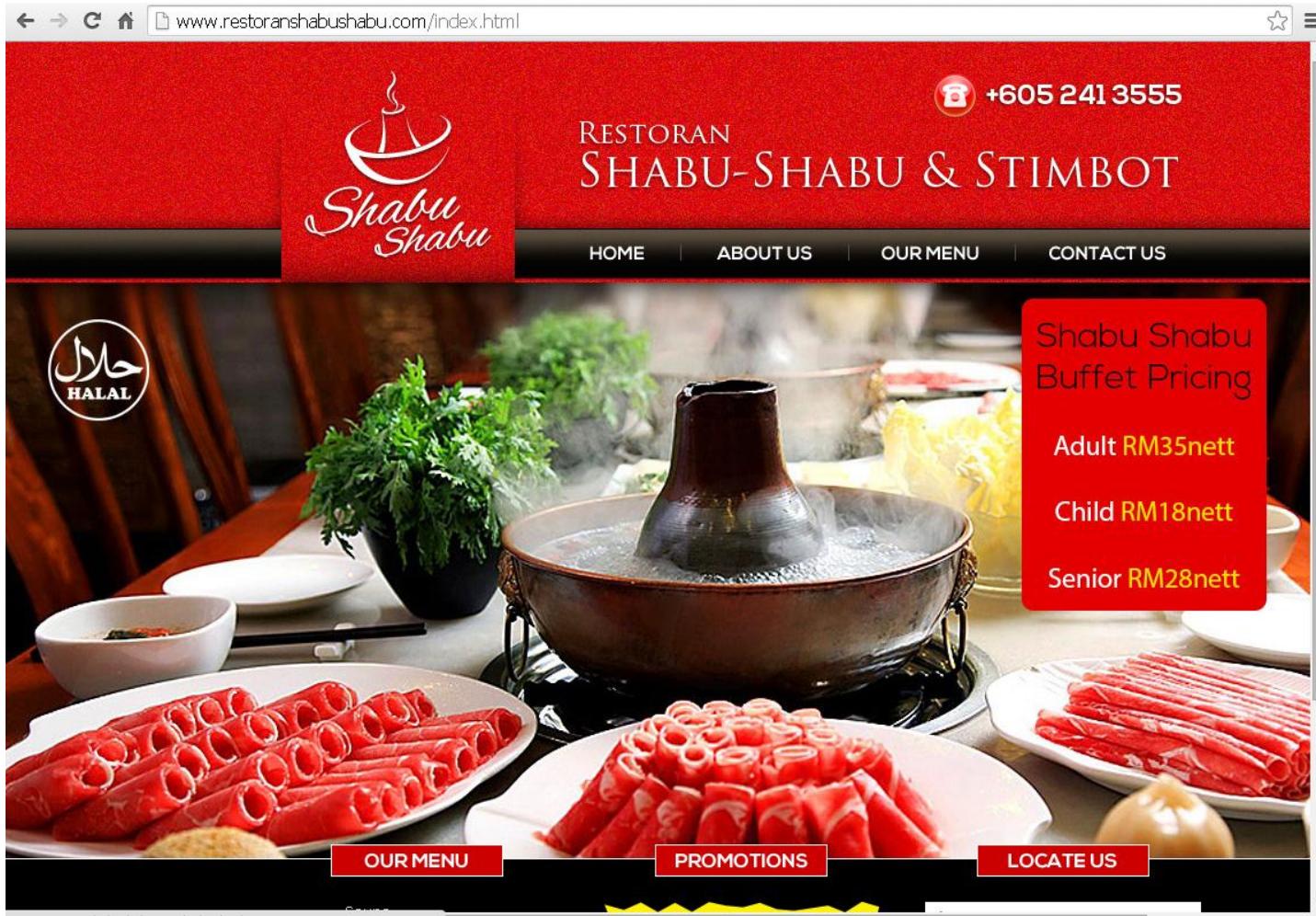
4. Types of Web Sites – Cont.

- Sample of large enterprise Web site

The screenshot shows the homepage of the Lenovo website at www.lenovo.com/mi/en/. The header features the Lenovo logo and the tagline "FOR THOSE WHO DO". A navigation bar includes links for Laptops & Ultrabooks, Tablets, Smartphones, Desktops & All-in-Ones, Workstations, Servers & Storage, New Products, Accessories & Upgrades, and Services & Warranty. A search bar and contact links are also present. The main content area highlights the "THE NEW LENOVO YOGA ADAPTS TO YOU" with images of the YOGA 3 PRO and YOGA TABLET 2. Below this, a section titled "#1 THANKS TO OUR CUSTOMERS" celebrates Lenovo's top PC vendor status worldwide. Other sections promote the SYSTEM X JOIN LENOVО, THINKSTATION P SERIES & THINKPAD W SERIES, and various mobile devices like the Tab 3 Pro and Tab 3 8. The footer contains a "LENOVO VIDEOS" link.

4. Types of Web Sites – Cont.

- Sample of small business Web site



5. Other Internet Services

5.1 E-mail

- Short for **electronic mail**.
- E-mail is a message that may contain *text, images, files* or other *attachments* sent through a network to a specified individual or group of individuals.
- The first e-mail was sent by Ray Tomlinson in 1971.

5. Other Internet Services

5.2 Mailing List

- A **mailing list** is a collection of names and addresses used by an individual or an organization to send material to multiple recipients.
- An electronic mailing list might have several hundred 'other' people receiving the same piece of e-mail you do, there could be thousands of other people.
- In a real sense a mailing list takes one e-mail message that is sent to it and does a mass-mailing to everyone that has '**subscribed**' to the list. To remove your name, you **unsubscribe** from the mailing list.

5. Other Internet Services

5.3 Instant Messaging

- **Instant messaging(IM)** is a type of communications service that enables you to create a kind of private *chat room* with another individual in order to communicate in *real time* over the *Internet*.
- It notifies you when one or more people online and then allows you to exchange messages of files.
- Example: Yahoo Messenger, IRC or MSN instant messenger.

5. Other Internet Services

5.4 Chat Rooms

- A designated *area* or *forum* on the *World Wide Web* that allows users to communicate with each other through instant messaging.
- Text is instantly displayed in the chat rooms conversation log after a user hits enter or send.
- Other users included in the chat session are able to see what another user types.

5. Other Internet Services

5.5 VoIP

- VoIP stands for **Voice over Internet Protocol**.
- Sometimes it's referred to as *Voice over Networks(VoN)* or *Voice over Broadband(VoB)* and sometimes *Internet Telephony*.
- VoIP allows you to make free, or very low cost, telephone calls over the Internet.
- You can call any telephone in the world and any telephone can call you - regardless of what equipment or network the person you are calling uses.

5. Other Internet Services

5.6 Newsgroup

- Newsgroups are Internet discussion forums where groups of users with common interests gather to talk about everything from software to comic books to politics.
- Unlike e-mail messages, which are visible only to the sender and specified recipients, newsgroup messages can be read by anyone who views the group that they're posted in.
- Newsgroups are international in scope, with participants from all corners of the Internet.
- Before you can view messages in a newsgroup, you'll need a newsreader program, such as Windows Mail.
- You'll use the newsreader to download messages from a news server.

5. Other Internet Services

5.7 FTP

- Short for **File Transfer Protocol**, the protocol for exchanging files over the Internet.
- FTP works in the same way as HTTP for transferring Web pages from a server to a user's browser and SMTP for transferring electronic mail across the Internet in that, like these technologies, FTP uses the Internet's TCP/IP protocols to enable data transfer.
- FTP is most commonly used to download a file from a server using the Internet or to upload a file to a server (e.g., uploading a Web page file to a server).

6. Overview of HTML, CSS, JavaScript

6.1 Overview of HTML

- **HTML5 (Living Standard):** HTML5 is continuously maintained as a living standard by the Web Hypertext Application Technology Working Group (WHATWG). This means it's constantly evolving, with regular updates to include new features, improvements, and fixes.
- **Simplified Markup:** HTML5 is commonly referred to simply as "HTML" because it combines ease of use with powerful features, supporting the latest web development practices.
- **Core Functionality:** HTML (HyperText Markup Language) is a markup language that defines the structure and presentation of web pages. It is designed to ensure that content is consistently displayed across all devices, including smartphones, tablets, laptops, desktops, and even large-scale displays in venues like stadiums and concert arenas.
- **Device Compatibility:** HTML5 supports a wide range of devices and is optimized for accessibility and performance. Its capabilities include multimedia support (audio and video), advanced graphics, and offline capabilities, which enhance user experiences across different platforms.
- **XHTML (eXtensible HyperText Markup Language):** XHTML is a more stringent variant of HTML that adheres to XML (eXtensible Markup Language) rules. Although XHTML was once widely used, modern web development primarily favors HTML5 due to its flexibility and broader browser support.

6.2 Overview of CSS

- **Separation of Concerns:** While HTML5 can control some aspects of a document's presentation, best practices suggest keeping content (HTML) and presentation (CSS) separate for cleaner, more maintainable code.
- **Purpose of CSS:** Cascading Style Sheets (CSS) are specifically designed to control the presentation or visual styling of web page elements, including aspects like fonts, spacing, sizes, colors, and positioning.
- **Independence from Content:** CSS is crafted to style web pages independently of their content and structure, allowing for greater flexibility and consistency across different parts of a website.
- **Ease of Styling:** By using CSS to separate styling from content, you can easily modify the look and feel of an entire website or specific sections simply by updating or swapping out a style sheet.
- **CSS3 and Beyond:** CSS3 is the most current version of CSS, continuing to evolve as a set of modules with new features and capabilities for modern web design.

6.3 Overview of JavaScript

- **Dynamic Interactivity:** JavaScript enables the creation of dynamic web pages that can be updated in real-time in response to events such as user interactions, time changes, and other triggers, making websites more interactive and engaging.
- **Client-Side Programming:** JavaScript is primarily used for client-side programming, allowing developers to create rich web applications that run directly in the user's browser without requiring constant communication with a server.
- **Latest Standards:** The JavaScript standard continues to evolve, with ECMAScript 2023 being the latest iteration at the time of writing. Each new version introduces features that make JavaScript more powerful and efficient.
- **Portability:** JavaScript is a highly portable scripting language, meaning that code written in JavaScript can run in web browsers across a wide range of devices, from desktops to smartphones, ensuring broad compatibility.