# Web Design

Task 3: Explaining structure of major section of website, and Internet Services: Ecommerce & Usenet

To build a web site we need to know how it works and what are the basic rules so one can function properly. Website is like renting a space in the real world, but instead from landlord you rent from a server which is connected to the internet. There are many servers out there and their purpose is to host the websites. One website is sort of a file document, full of information, images, videos and specific content, this file is storage on the servers, which connects our website and the file information with the people through a domain (Digital Garage, 2019).
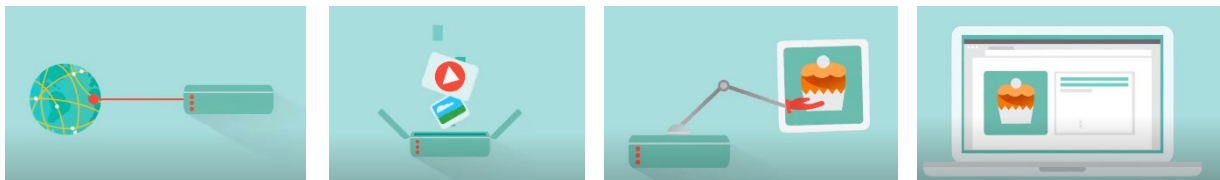
Every server has its own unique IP (Internet Protocol) address, that is the way any device connects to the server. Domain's name is how potential clients, in my case, will find my rented space on internet, my website.

So, website is a bunch of files written in a specific language, known as HTML, which browsers recognise and deliver to people as mentioned above. If we see only HTML code then we see a lot of text and images, not really appealing to the eye, and here is the CSS Language that makes that information to look nice, with pretty colours, lovely reading font and size; aligned images and different effects applied to the images, so everything looks nice and fun to correspond with.

Same as any other artistic project, building a website requires research, mood board, sitemaps, wire frames and style guide. My site is an e-commerce site where clients can purchase souvenirs. Since I have done all the mentioned

preparations, now is the moment where we need to understand the basic structure of creating a website.

HTML code has a skeleton, where parts need to be placed; on the top od the page is the DOCTYPE, and this is just a comment to know which version of HTML we are using. Everything after, needs to be placed between the <html><html> brackets and like that we know that everything inside is part of the page code. Next is the <head>, which contains the <meta> which also contains the data, information about the page, like the title of my page, font style, the link of the CSS. Style and grid.css.

The <body> is the tag where we put information which we actually want to be displayed on the page; we need to understand that the space on the page works on base containers into containers and so on, and to start with building our containers we need grids which divides our space into 12 columns, and as many rows we want, that way we will know for each image or space for content, how many columns to add.

My original mock-up was to have an image on top of the page, but while creating it, and with the consultation with one of my lecturers, I realised that it is better to place the nav bar on top instead; I used the image only on the index page at the top. On the class <nav> I placed the links of the pages: Home, About, Products, Contact and FAQ, which are operating separately in new HTML
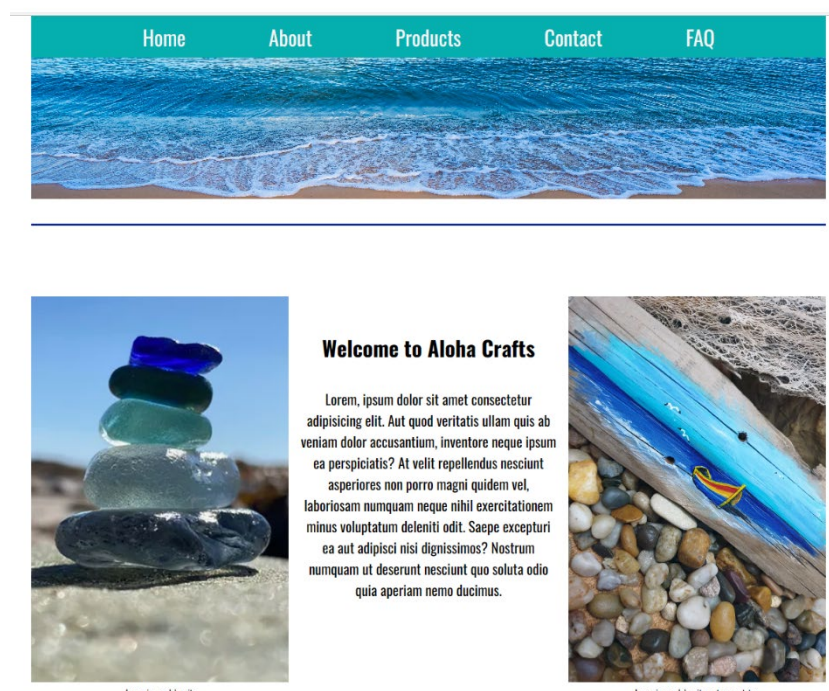
documents. On the Index page I have col-4 by three times, where I placed two images and text in between them all, with the same size; I had issues to position them since the space the columns are taking is from left to right, so I used the figure tag to align them, also after finishing with the page I realised that the space between the main photo and the rest of the photos and the content, is a bit empty, so I added a separator.

Another thing to note, writing alphabetically makes coding easier. The footer, which appears last on the page, contains links to Facebook, Twitter, and Instagram as well, as details on privacy policies, email, and other subjects in a smaller container with two or three columns within the footer container; when hovering over with the cursor, they change colour.
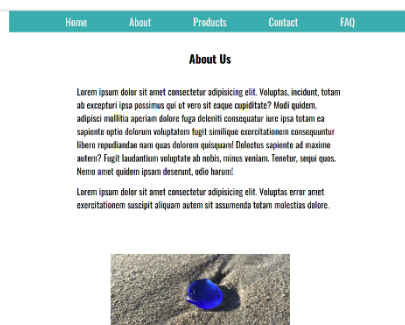
The About page is quite simple, repeating of the nav-bar and the footer, I used col-8 for the About text and col-6 for the image below the text.

The Products page, like all the other pages, are using the grid.css and (the col-12) with the class "container" are col- 4, times three in class "gallery" and under then in <h3> the name of the image.
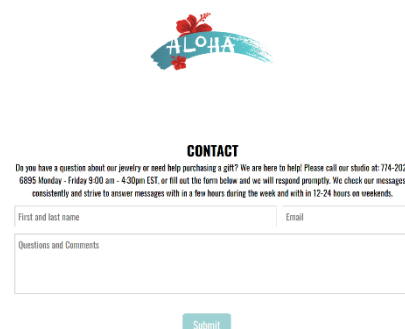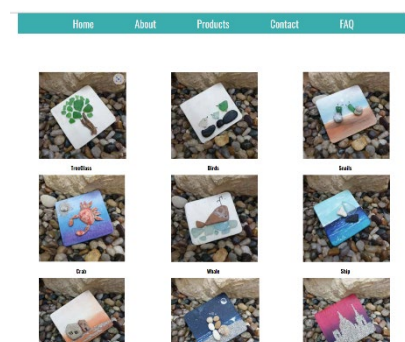

After the nav-bar I placed the company logo in col-4; in col-12 I have the contact info, again in separate container; col-8 with tag <input> so people can type the name and the surname; col-4 for email, and the last col-12 for the questions and comments, and the submit button, which leads to email directly. This part was easy to make because we had examples during the lessons; the only thing was to add style in style.css, like colour for example, when hovering over, the button to change colour; font size, border, padding, etc.

FAQ was the easiest page to make, in container, class col-12, I placed the text in <h1>.

In the structure of building website, tags go inside other tags, each tag when opened needs to be closed; to have better visual and avoid mistakes, web software's are using indenting to show the structure of the tags.

I do like how simple and user friendly, by my opinion, is my website design; there is always place for improvement, like the Product Page, I would make first sections, and from there clients to choose the product, also effects when hovering over the images would look more appealing for the eye; I would add throughout the website small, but dainty, decorative details.
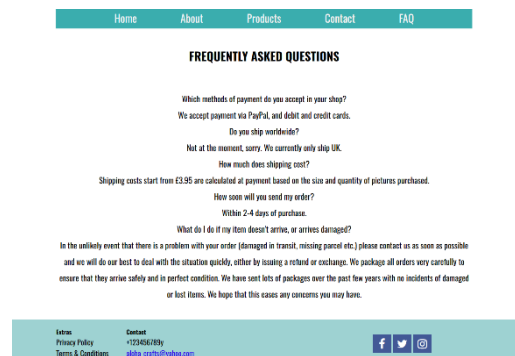
Ecommerce

When companies started using primitive computer systems to conduct electronic transactions, like exchanging office documents with another computer, including order forms, shipment confirmations, and bills, in the 1960s, those advancements may be credited as the beginnings of eCommerce.

Tim Berners-Lee created the "Worldwide Web" in 1990, which of course gave its name to the "www" in website addresses and a word we still use today whenever we refer to "the web," leading to further enormous advancements. Another occasion that helped pave the road for the growth of eCommerce was the National Science Foundation's decision to legalize commercial internet business operations in 1991 (WTSTechnologies, n.d.).

E-commerce is divided into three primary categories: business-to-business (represented by websites like Shopify), business-to-consumer (represented by websites like Amazon), and consumer-to-consumer (websites such as eBay).

Electronic commerce advantages

The internet is so vast that a big range of items might be preserved there. In contrast to a physical store, there are no restrictions on what may be stored online. Anything may be purchased online, including CDs, beds, and furniture.

There are also no limitations on how the things may be purchased. Social media sites like Facebook and Instagram are used by a lot of businesses to advertise their products and target customers (Patel, 2017).

If you have access to Wi-Fi, the nicest part about the internet is that it is available whenever you want! Therefore, if your target consumer wakes up in the middle of the night and is unable to go back asleep, they may wind up on your website.

Usenet

Usenet, formerly known as "Unix Users Network," was developed as a safe means of instantly exchanging information across vast distances in the late 1970s, before the World Wide Web was ever founded. It started as a network of text files used for communication between institutions.

Students at Duke University, Jim Ellis and Tom Truscott, along with Steve Bellovin of the University of North Carolina, created Usenet as an alternative to the American military-run Arpanet system, which ultimately served as the basis for the modern Internet. The students were able to successfully transfer data between the two schools using two UNIX computers running the Unix-to-Unix Copy (UUCP) protocol, and Usenet was launched as a result (NewsHosting, n.d.).

Usenet is comparable to a discussion board, forum, or online bulletin board. Users can debate a variety of issues that are known as "newsgroups", which are divided into categories. Currently, Usenet has over 110,000 newsgroups. Each newsgroup is posted via a network of Usenet servers, also known as "news servers", of which existing hundreds of thousands throughout the world.

Science, technology, humanitarian work, politics, culture, and the arts are some of the topics covered in some of the most popular newsgroups, and each

newsgroup has hundreds of messages and postings. You may easily create your own newsgroup, if you cannot locate one that aligns with your interests.

Users may only share files, communicate, and post to a variety of newsgroups on Usenet.

References

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[Accessed 25 01 2023].

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