

To: Christie Daniels
From: Caroline Poole
Subject: Understanding Servers
Date: January 27, 2014

Overview:

As a teenager who grew up during a new and advanced era of technology, I'm fairly proficient with computers. I use my laptop daily and can navigate my way through the internet, basic programs, and documents. However, despite my constant interaction with websites, I know very little about the behind the scenes design and production of them. During this changing job market, being proficient in technology is essential to landing a job, which is why understanding servers and the way websites are put together is so important.

During this report, I will go over the basic vocabulary and concepts behind website development. Understanding these fundamental elements will help prepare me as I begin the website developing process for the first time.

The Three Necessities:

A lot of work and time goes into the making of a website. However, the basic necessities of developing an effective and successful website can be narrowed down to the following three items:

1. Web Design:

First, the design and layout of the website must be created. It is vital that the CRAP Principles (Contrast, Repetition, Arrangement, and Proximity) are taken into account while choosing layout, color scheme, fonts, and spacing. The audience must not only be able to navigate the site easily, but also be intrigued by the site or the viewer will lose interest and leave and go to a different site.

2. Web Server:

Once the design of the site is complete it is ready to be displayed for the whole world to see. In order to do this a web host is needed. After all the finishing touches on the site are made, it needs to be uploaded to a web server that is connected to the World Wide Web. This server is provided by a web host, and once the site has been uploaded to the server, it will be accessible by everyone through the internet.

3. Domain Name:

Now that the site has been uploaded and is accessible, it needs an address so people know where to go to see the site. The domain name is the URL address, which gives the site a home.

Vocabulary:

Local Files: files that are just on a single computer and can only be accessed through that computer.

Web Servers: files or web pages stored on a computer. A web server is needed in order to publish websites or files onto the internet. Once the work is copied to the web server it can become published.

FTP: allows one to transfer files from one computer to another. FTP stands for File Transfer Protocol. It can be used to put your website or files out on the internet by transferring them to a host.

Vocabulary Applied to Website Production:

Local files, web servers and FTP are needed in order to publish work online. The website starts out on the designer's laptop in a local file that can be only accessed from the laptop. When the site is ready to be published, one must copy the work to a web server using FTP allowing anyone to access it online.

My Website:

ASF Space is the creative working area that given to produce my website by Michigan State. It will allow me to produce and publish my website. The URL is for the web space MSU provides is <http://www.msu.edu/~yournetid>. First, I'll have to create an index.html or index.htm file using a text editor. Then, I'll upload my website files to my ASP Space through Filezilla. Finally, to access my page I'll go to the URL address <http://www.msu.edu/~poolecar>.

Conclusion:

As I go along the difficult process of creating a website for the first time, I know that I'll make mistakes. I don't expect to be able to get my website up and running within the first day; I know it's going to take time. However, I also know that I'll be able to learn from those mistakes and at the end of the semester I'll come out of WRA 210 with the necessary web authoring skills to become a successful Professional Writer.