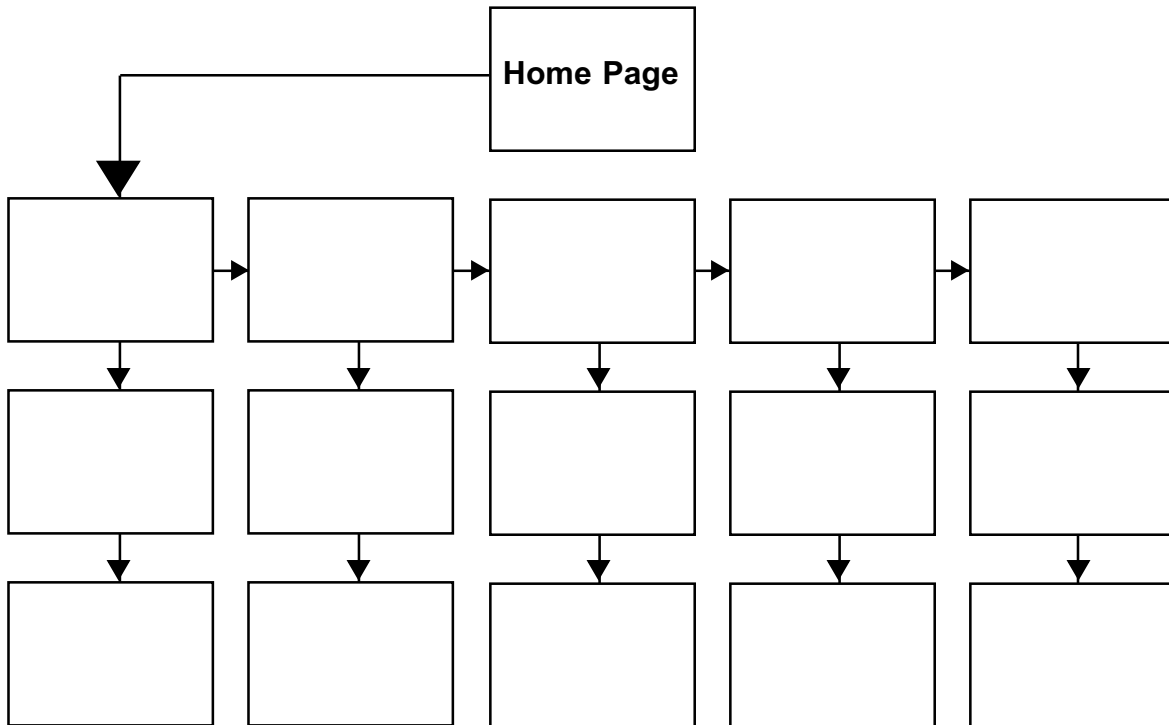# 1

Talking: **Web**

Web design is the hardest thing you will ever do in life. At least when you do it for the first time.

```
                                    ┌─────────────┐
                                    │  Home Page  │
        ┌───────────────────────────┤             │
        │                           └─────────────┘
        ▼
┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐
│        │──▶│        │──▶│        │──▶│        │──▶│        │
└────────┘   └────────┘   └────────┘   └────────┘   └────────┘
     │            │            │            │            │
     ▼            ▼            ▼            ▼            ▼
┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐
│        │   │        │   │        │   │        │   │        │
└────────┘   └────────┘   └────────┘   └────────┘   └────────┘
     │            │            │            │            │
     ▼            ▼            ▼            ▼            ▼
┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐
│        │   │        │   │        │   │        │   │        │
└────────┘   └────────┘   └────────┘   └────────┘   └────────┘
```

Talking: Resources

Yale: http://info.med.yale.edu/caim/manual/
Design for designers: http://www.wpdfd.com/
Design guide with tutorials: http://dreamink.com/
Recommended search term: web design

Notes

2

Talking: **Code**
HTML code.
Hypertext Markup Language

What is HTML?
HTML is a high-level computer language. It translates our written words into something

that can be "read" by the computer to create a page as we want it to look...

Talking: **HTML   Editors**
HTML editors are the software programs that can be used to write HTML code.

Talking: Wysiwyg editors

Microsoft Front Page

Macromedia Dreamweaver

Adobe PageMill

Netscape Composer

Talking: Resources
Microsoft Front Page tutorial: http://www.kayetech.com/fp_content.htm
Varied items but free: http://www.htmlgoodies.com/
Handy colours from down under: http://htmlguide.alphalink.com.au/htmlguide/
Recommended search term: html

Notes

3

Talking: **<tags>**

You will be able to find HTML tag lists in books and on the Internet (otherwise known as the World Wide Web).

A tag is a command which tells the browser how to display a page element. Brackets enclose the actual **<tag>**.

HTML, a highly tolerant *language,* does allow:
s p a c e s and CAPITAL LETTERS...
(...however, you must get the spelling right!)

TAG	DESCRIPTION
<title>	Creates page title
<body>	Visible text of web page
<p>	Begins new paragraph
<b>	**Bold** text
<i>	*Italic* text

Example:

<p align="center">This is centered</p>
          This is centered
 <p>This is not</p>
This is not

Talking: Resources

Comprehensive list of tags: http://www.wdvl.com/Quadzilla/Tag_Ref/ref_list.html
Recommended search term: html tags

Notes

4

Talking: Tables

Column
(vertical line of cells)

Row
(horizontal
line of cells)

Cell
(One square)

columns, and borders

Cell padding

area between
text or image &
the edge of the
cell square

Cell Spaceing - space between rows,

Cell Spaceing

Talking: Resources

http://www.charm.net/~lejeune/tables.html
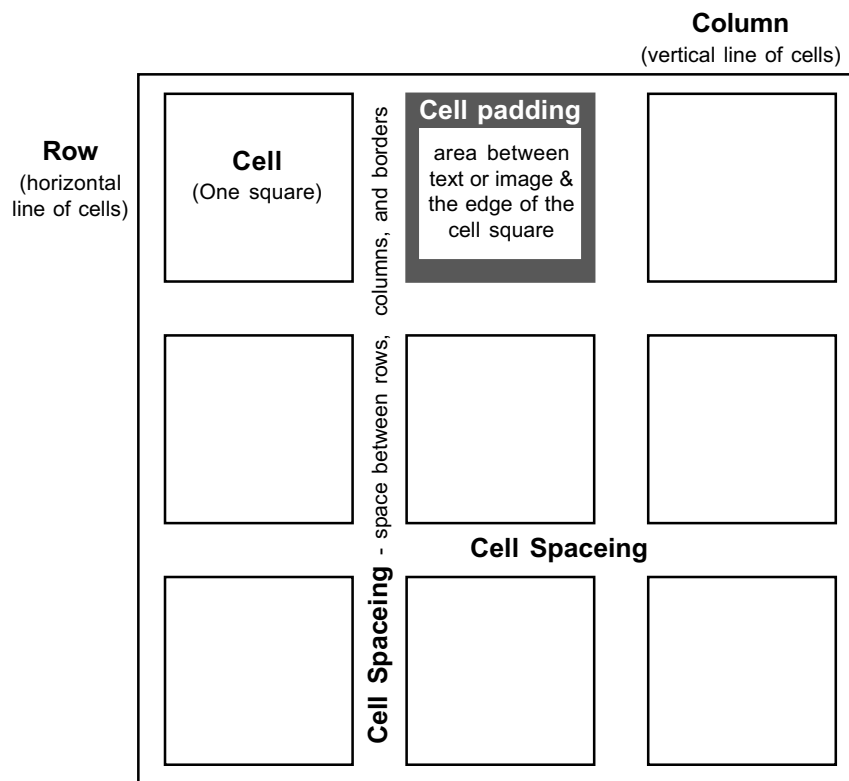
http://www.webdevelopersjournal.com/diary/10_24.html

Notes

5

Talking: Color

Web Safe Colors

These are the colors that show up consistently on every monitor.
You will find charts with web-safe colors in computer books and on the Internet.

Background

The background you use can make the difference as to whether or not
the viewers will stick with your page long enough to read the information you have provided.

Contrast

Keep a good contrast (the difference between dark and light).
Also, be careful when choosing colors that might be too closely related.

Patterns

There is just not enough time to sit in front of a computer monitor and decode
a web site whose background and foreground create a **stereogram**.

Use a background that is compatible with your web design
and makes the text and images easy to view.

Talking: Resources

Stereograms: http://www.ioon.net/martian/gallery/stereogram.html
Web safe colors: http://www.colostate.edu/Depts/CoopExt/SITE/colortab.html
Backgrounds: http://www.webdevelopersjournal.com/columns/abc_mistakes.html

Notes

6

Talking: Images

Image file types supported by web consistently are the GIF **(.gif)** and the JPG **(.jpeg** or **.jpg)** files.

"One image is worth a thousand words" but on the web it depends upon how quickly the image loads.

Slow-to-load images make users leave a page. Therefore, link small images to larger ones or warn of large image sizes.

GIF

Graphics Interchange Format—the file names end in **.gif**

GIF files are the most supported of the types of image files for the web.

They have a maximum of 256 colors (AKA 8-bit).

The GIF does not lose any file information during compression to make the file smaller!

Animated GIF Images

Latest marketing research—when people see an animated gif, they are more likely to leave without reading anything.

Transparent GIF Images

GIF89a files are used because they can be made to be transparent.

JPG

Joint Photographic Experts Group—the file names end in **.jpg**

24-bit color: better choice for photographs unless compression makes the image quality poor.

The JPEG "lossy compression" file information is lost during compression to make the file smaller!

.avi   .mpg   .wav

These are multimedia files. Multimedia files allow sound and/or video information to be displayed.

Talking: Resources

Adding images: http://www.webdevelopersjournal.com/columns/abc_graphics.html

Graphics: http://www.webdevelopersjournal.com/columns/web_graphics.html

Examples of JPEG and GIF files: http://www.webdevelopersjournal.com/columns/web_graphics_formats.html

http://www.webdevelopersjournal.com/hubs/ponyhub.html#graphics

Notes

7

Talking: Type

The easiest way to talk type is to talk—text—words.
Type = text = words

Serif (note pretty little attachment hanging onto each letter) vs sans serif (without the hangers on)
In most print, serif is read faster by the American eye … but sans serif is better on the web.

Use: | ' | " | " | **"typographer's quotes"** AKA "curly quotes"

em dash	en dash	hyphen
—	–	-

In web typography and print typography,
minimize the use of *italics* and ALL CAPS.

Adding text to images	
Hint 1	text goes in last
Hint 2	use sans serif type
Hint 3	do not dither (if possible)
Hint 4	compare to a GIF if you used more than a few colors
Hint 5	do not re-size the image after the text has been added

Talking: Resources

http://www.macworld.com/1997/09/create/3858.html
http://www.designsbymark.com/typography/index.shtml
http://www.udel.edu/main/webdev/newsltr/typography.html

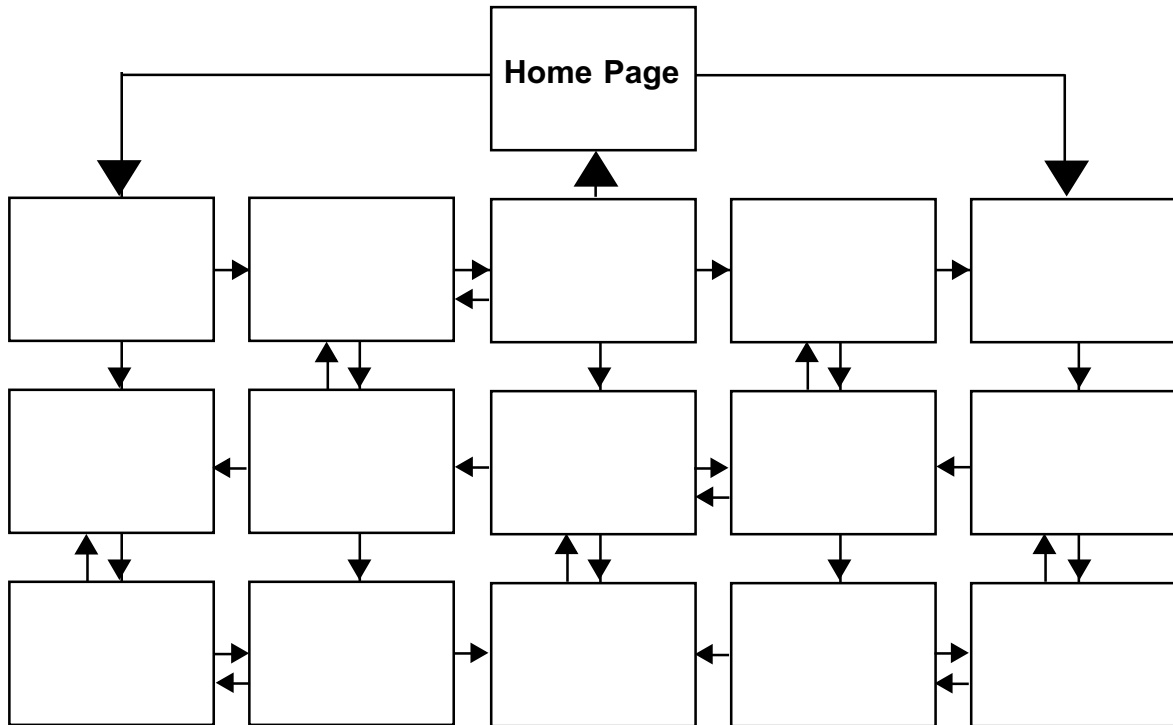## *Notes*

8

Talking: Links

Hyperlinks are the connections (invisible lines shown as arrows, below) from one web page to another.

Talking: Resources

http://www.iota-six.freeserve.co.uk/html/hyperlinks1.htm
http://members.aol.com/MonT714/tutorial/hyprlnks.html
http://www.naisp.net/~koconnor/htmlclass/html/06-1-Hyperlinks.html
http://bnueman.subportal.com/ebiz/build/programming/html/970.htm

Notes

9

Talking: Frames

Special type of webpage much maligned due to older browsers' problems with them.

TOP BANNER FRAME

Banner	
Contents	Contents
ITEM	*ITEM*
ITEM	*ITEM*
Main	

SPLIT FRAMES

Content List	**Main**	Content Note

LEFT TABLE OF CONTENTS

Table of Contents	**Main**

BOTTOM SELECTORS

Main
Selection Buttons/Options

ALTERNATING FRAMES

Main/Content	Image
Image	**Main**/Content

Talking: Resources

http://www.webreference.com/dev/frames/summary.html
http://www.webreference.com/dev/frames/index.html
http://www.rootsolutions.com/web/frames.html

Notes

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Talking: Cookies

Frankly, I ignore the issue.

Talking: Resources

http://home.netscape.com/newsref/std/cookie_spec.html
http://www.cookiecentral.com/faq/
http://www.ciac.org/ciac/bulletins/i-034.shtml

Notes