

Lecture 1

CSC 170: Web Design and Development

CSC 170: Web Design and Development

Professor Robert M Kostin

Professor of Practice

Lecturer, Digital Media Studies Program

Adjunct, Computer Science Department

313 Morey Hall and 2105 Wegmans Hall

robert.kostin@rochester.edu

Office Hours:

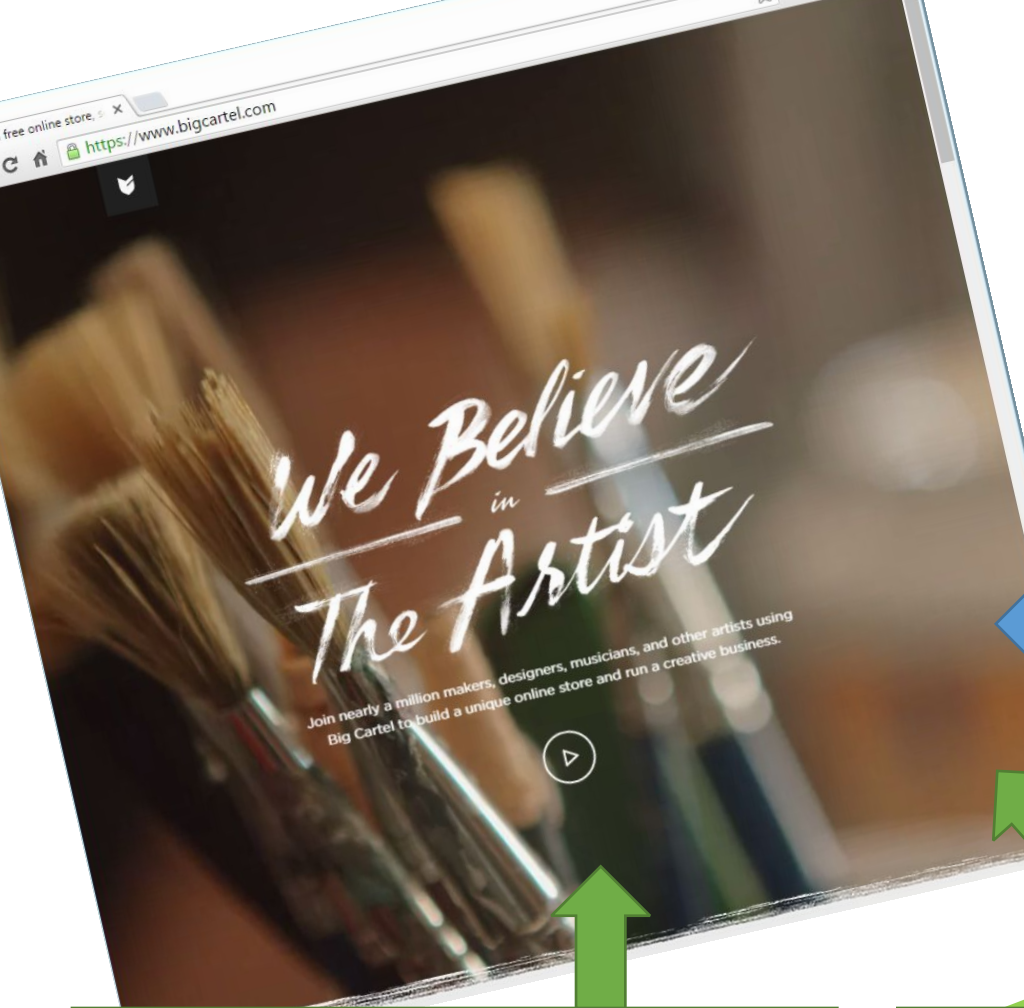
Tuesdays and Wednesdays, 9:00 – 10:00 AM in 313 Morey Hall

Kostin's Weekly Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 AM							
9			Office Hours Morey 313 9:00 - 10:00 AM	Office Hours Morey 313 9:00 - 10:00 AM			
10							
11		CSC 170 Web Page Design - Lab (50328) Gavett 208 11:05 AM - 12:20 PM	CSC 170 Web Design and Development (50070) Georgen 101 11:05 AM - 12:20 PM	CSC 170 Web Page Design - Lab (50328) Gavett 208 11:05 AM - 12:20 PM	CSC 170 Web Design and Development (50070) Georgen 101 11:05 AM - 12:20 PM		
12 PM							
1		CSC 170 Web Page Design - Lab (50097) Gavett 208 12:30 - 1:45 PM		CSC 170 Web Page Design - Lab (50097) Gavett 208 12:30 - 1:45 PM			
2			DMS 102 Intro Computing Multimedia (22359) Gavett 244 2:00 - 3:15 PM		DMS 102 Intro Computing Multimedia (22359) Gavett 244 2:00 - 3:15 PM		
3							
4			CSC 170 Web Page Design - Lab (50332) Gavett 208 3:25 - 4:40 PM		CSC 170 Web Page Design - Lab (50332) Gavett 208 3:25 - 4:40 PM		
5			CSC 174 Advanced Front-End Web Development (49841) Gavett 244 4:50 - 6:05 PM		CSC 174 Advanced Front-End Web Development (49841) Gavett 244 4:50 - 6:05 PM		
6							

The Web Today - Yesterday's Technology

- History of the Web
- Original intent of the Web ...still there, underneath
- HTML, CSS, JavaScript
- Need to know:
 - How things work
 - Where things are going
- Things are weird today
 - Hacked; bastardized; bent to our will
- Some changes/improvements to the base technology
- Some hacks become standard practices



Good-enough
Websites

WYSIWYG – Package Solutions

- Wix
- Squarespace
- Weebly
- Macaw
- Webflow
- ION Interactive
- Mail Chimp
- Constant Contact

Helps
...a lot!

Still required

Professional, Custom
Websites

Templates, Libraries, Frameworks

- jQuery
- Bootstrap
- WordPress
- ...et cetera

CSC 174

Graphic/Visual Design Skills

Interaction Design Skills

Hand Coding Skills
(HTML, CSS, JS)

CSC 170

Bullet Proof Websites

Standards Based Web Development

Industry Best Practices

Bullet Proof

- Standards-based web development
- Industry best practices
- Front-end web development
 - Everything you SEE and interact with on the web
 - Technologies: HTML, CSS and JavaScript
 - Versus backend: “server side” – PHP, .net, Ruby, Python, MySQL, mail server

The Seven Abilities

Features of Bullet Proof Websites

- Updateability – content management system (CMS)
- Compatibility – all web browsers, now and future
- Reusability – quick builds especially in development teams
- Dependability – quality control
- Manageability/Flexibility – grows with the organization/business
- Consistency – unified look & feel
- Find-ability – easy to find in search engines

Publishing Websites

Domain names; Web servers; Files

Basics of websites

- Internet != web
- Any website online...
 - Domain name
 - *something.com*, ...edu, ...org ...whatever
 - Web server
 - Any computer connected to the Internet running web server software
 - Web page files
 - “documents” and sometimes database(s)

Domain names

- ICANN (Internet Corporation for Assigned Names & Numbers)
- Third party companies, examples...
 - Network Solutions
 - Bluehost
 - 1and1
 - Media Temple
- “whois” – who registered a domain name
 - whois ...command in Terminal (mac OS) or any Unix-based computer
 - Google for any Whois website
 - Note: pay for privacy

Web Server

- Any computer
 - Unix-based, usually LINUX
 - Can also be mac OS, Windows
- Has internet connection
 - Dedicated –connection
 - Open ports - to provide access to sub-net (local network)
- “Web server” software
 - Apache (apache.org)
 - IIS – Microsoft’s Internet Information Server

Web page files

- Documents, originally: literally documents - later called “web pages”
- History:
 - Important to know → how things work today
 - Evolution of the web
 - Marketing people
 - Hacking
 - Bastardizing tools and technologies