INTRODUCTION TO THE WEB DEVELOPMENT INDUSTRY

STATE OF THE INDUSTRY

THE WEB TODAY - YESTERDAY'S TECHNOLOGY

History of the Web

Original intent of the Web …still there, underneath

Front-end technologies: 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 industry best practices

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
- Nginx
- HTTPD (by Tim Berners-Lee)

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

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)

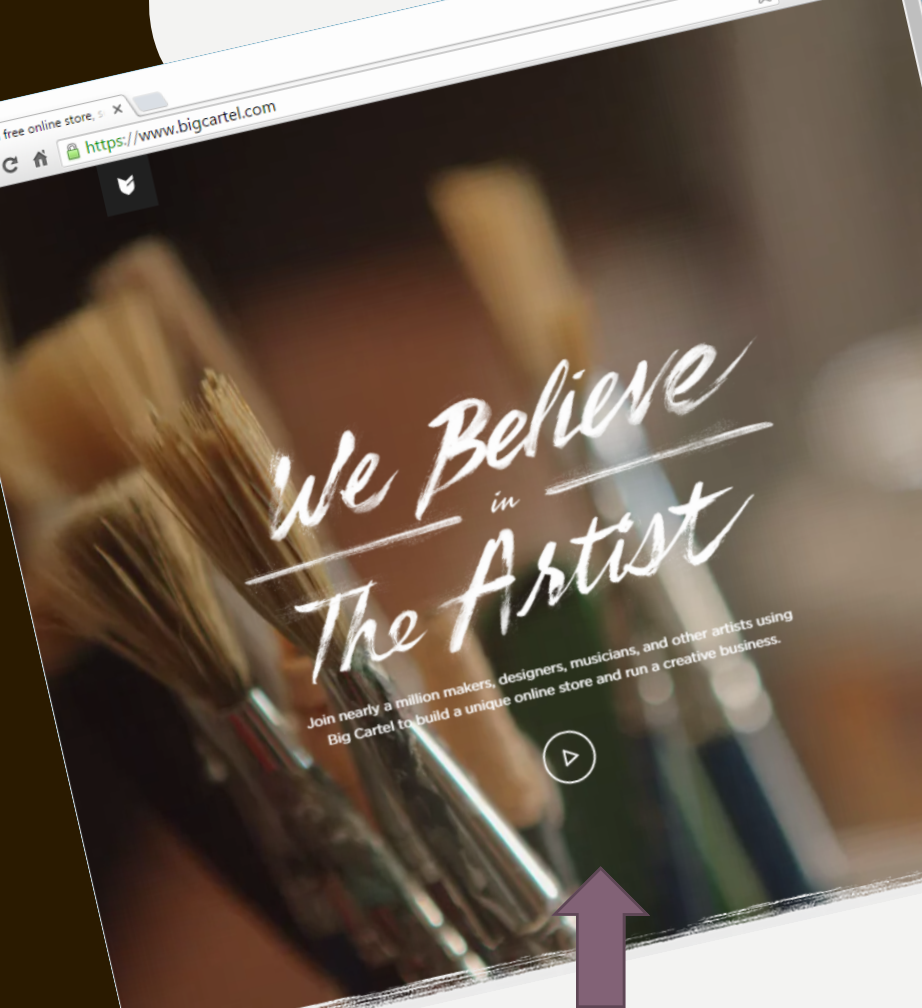Compatibility – all web browsers, now and future

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

WYSIWYG – Package Solutions
- Wix
- Squarespace
- Weebly
- Macaw
- Webflow
- ION Interactive
- Mail Chimp
- Constant Contact

Good-enough Websites

Not "bullet proof"

Helps …a lot!

Still required

Professional, Custom Websites

Templates, Libraries, Frameworks
- jQuery
- Bootstrap
- WordPress
- Usability
- Readability

CSC 174

Graphic/Visual Design Skills

Goal-directed Design Skills

Hand Coding Skills (HTML, CSS, JS)

DMS 104

CSC 170