

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

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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
I and I
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 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

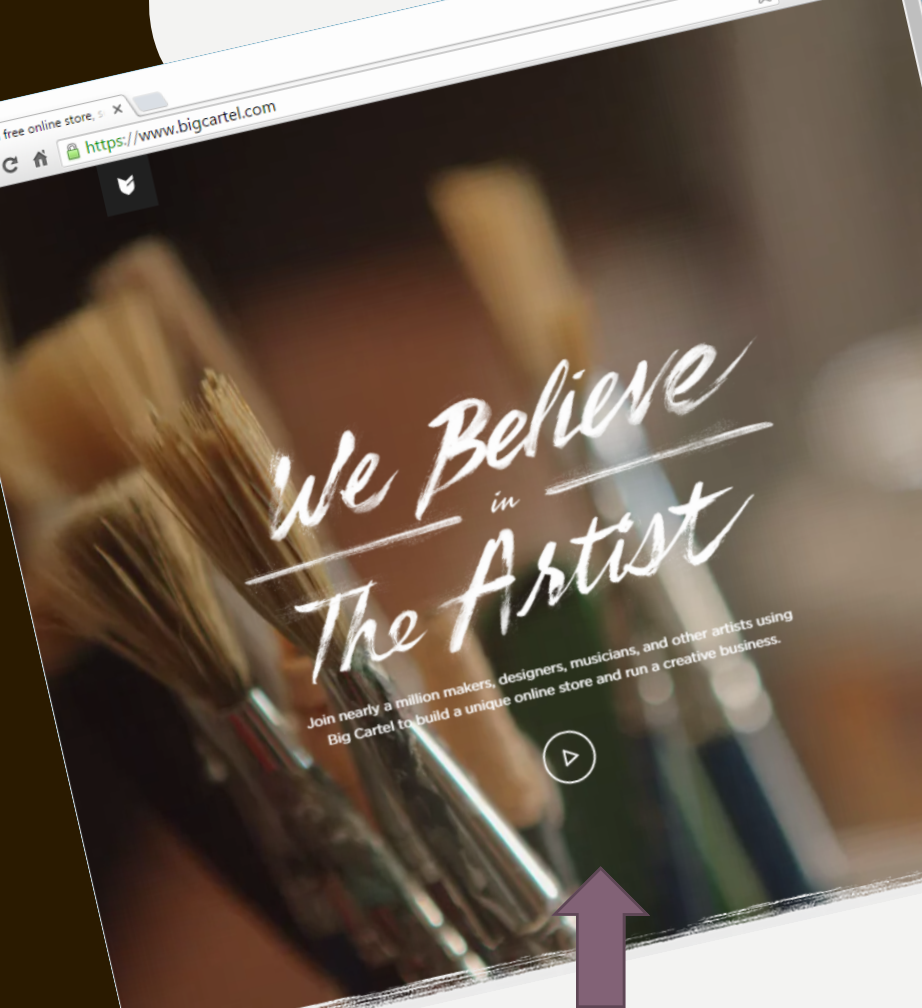
Reusability – quick
builds especially in
development teams

Dependability – quality
control

Manageability/Flexibility
– grows with the
organization/business

Consistency – unified
look & feel

Find-ability – easy to
find in search engines



Good-enough
Websites

Not "bullet proof"

Professional, Custom
Websites

WYSIWYG – Package Solutions

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

Templates, Libraries, Frameworks

- jQuery
- Bootstrap
- WordPress
- Usability
- Readability

Still required

Helps
...a lot!

CSC 174

Graphic/Visual Design Skills

Goal-directed Design Skills

Hand Coding Skills
(HTML, CSS, JS)

DMS 104

CSC 170