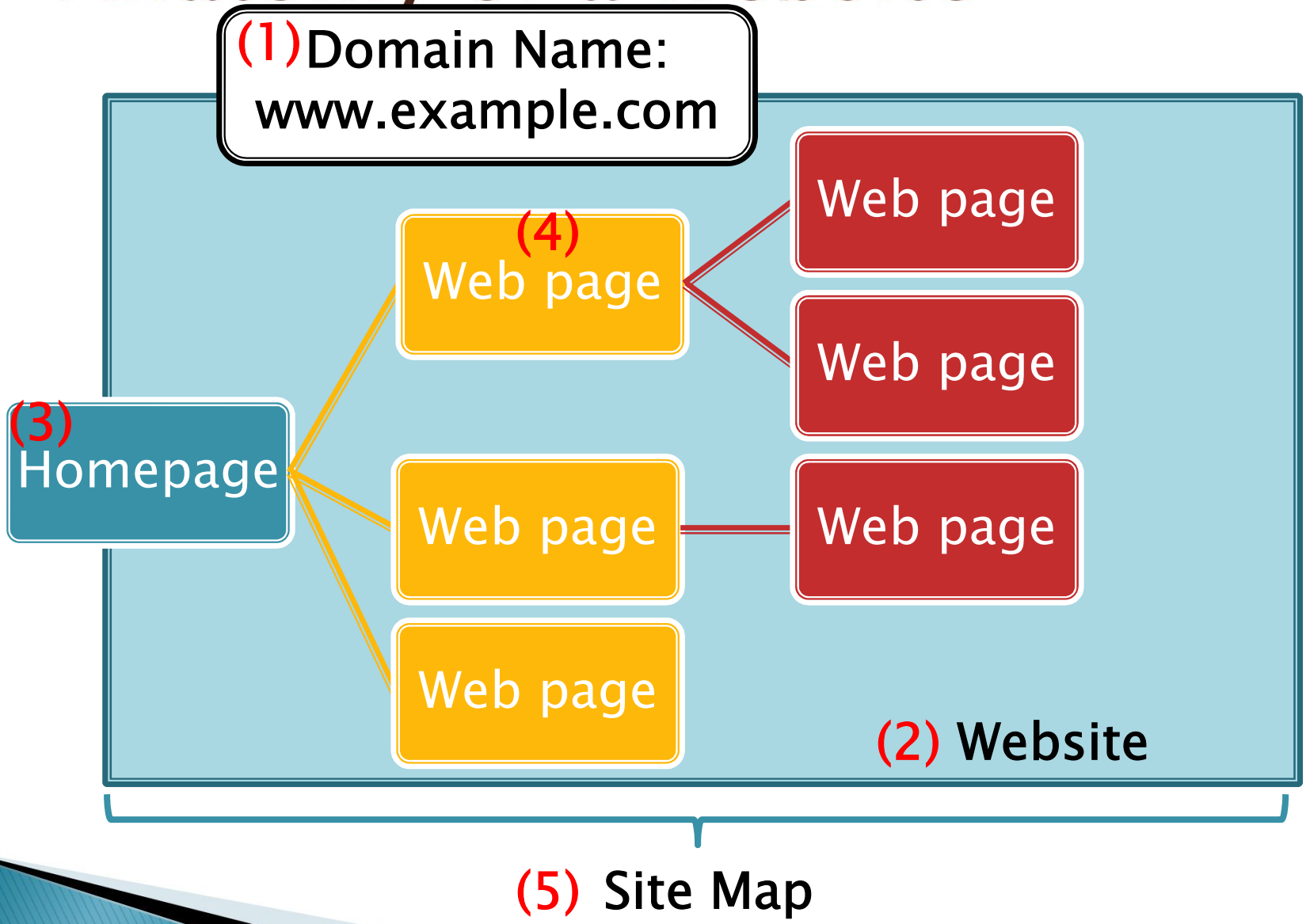
Web Authoring

By Dr. Ratsameetip Wita

Adapted to English by Prakarn Unachak

Anatomy of a Website



Anatomy of a Website (2)

- Domain Name
  - Human-readable, unique name that identifies an entity (such as website) on the Internet.
  - Formed by the rules of Domain Name System (DNS)
  - Example: http://www.cs.science.cmu.ac.th/
- Web Page
  - Documents readable by web browser.
  - Text/image/etc.

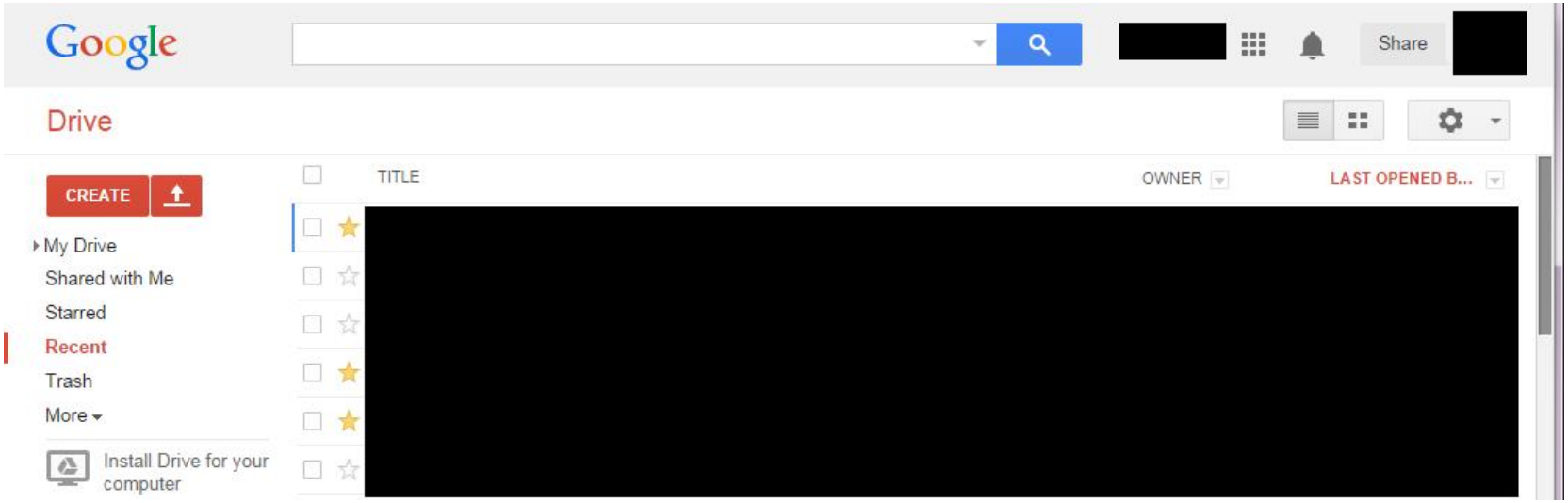
Anatomy of a Website (3)

- Website
  - Set of related web pages served from a single domain
  - Hosted on the same (set of) server(s)
- Home Page
  - Usually the first page you'll see on a website.
- Site map
  - List of pages on a website, and how they are linked together

Static vs. Dynamic Web Pages

- Static Web Page
  - File delivered as stored
  - Content does not changed unless the stored file changes
- Dynamic Web Page
  - Generated by web application
  - Content changes based on user's interaction (and other things)

Dynamic Web Page Example



- Contents change on user interaction.

Dynamic Web Page Example (2)

- Google Doodles – Time/Location

Thai Mother's Day 2014

Valentine 2012

World Cup 2014

Lunar New Year 2010

Website Design

- Website Structure Design
  - Outline
  - Content
  - Layout
- Website Interface Design
- Color Theme
- Font
- Image and Multimedia

Website structure design

Outline

- Purpose & Audience
  - What is this website for?
  - Who is this website for?
    - What do they know? What do they want? How to communicate?
- Focus
  - Clear, not too complicated
- Organization
  - Group related contents together

Categories of Website

- Corporate
  - Details of organization
  - Contacts
- Promotional/E-Commerce
  - Ads
  - How to order
  - Product details

Categories of Website (2)

- Informational
  - Articles
  - Course materials
  - wiki
- Personal
  - Album
  - Blog
  - Portfolio

Content

- Most important parts of the website
- Factors to consider
  - Accuracy
    - Credibility/Sourcing
    - Error-checking – both contents and spelling
  - Timeliness
    - Is the information up-to-date?
  - Coverage
    - Does it fit the goal of the website?

Layout

Components of a Webpage

- Header
  - About website itself
  - Logo/Name/Slogan
- Highlight/Banner
  - Show important details
    - News/Promotions
  - Not necessary on every pages

Layout (2)

- (Main/Sub) Menu
  - Show links to other web pages (mostly) of the same website
  - Main menu can be part of the header
  - Should be the same throughout the website
- Content
  - Main details of that web page
- Footer
  - Contacts/Copyright/Credits
  - Indicate the page ends

Webpage Components

Layout (2)

- Similar layouts for the same website
  - For familiarity
- Don't lay content too dense
- Distinct topic of content
- Display important contents on the home page
  - PR
  - News updates

Example – Informational Website

Example – Corporate Website

Responsive Web Design

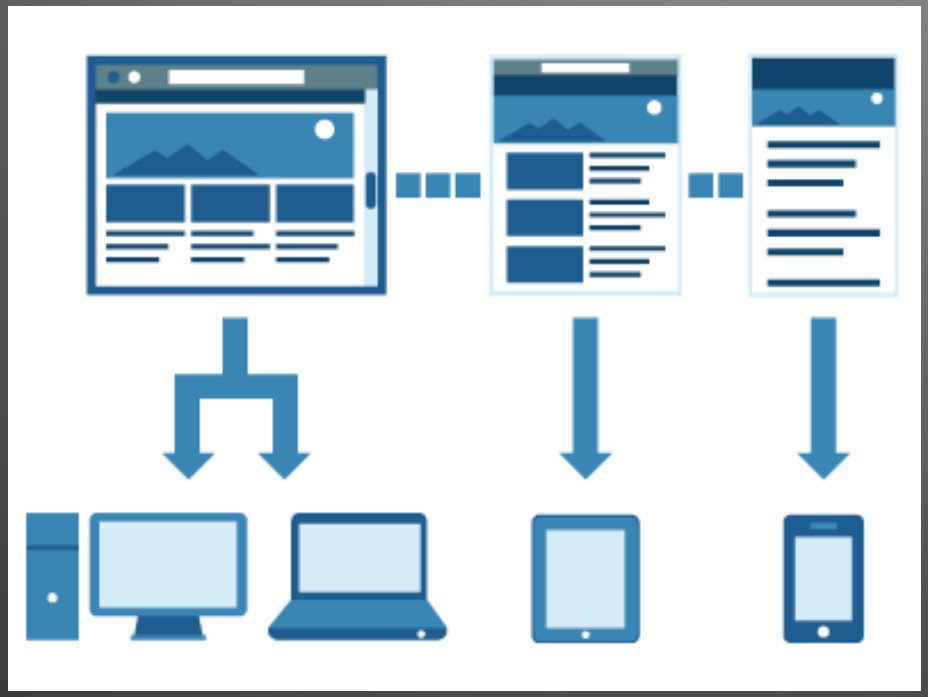


Image by Guillermo Garcia-Mont

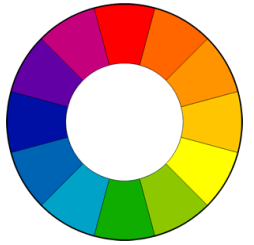
- Design for webpages to display on different devices (screen sizes) with automatic adjustment
- HTML5, CSS

Website Interface Design

Color Theme

- Appropriate for website content and purpose
- Fit to the organization
- Different colors have different feels
  - Warm and Cool Colors
    - Warm is energetic, stimulating
    - Cool is calming, relaxing
- Color wheel
  - Used for picking the right color

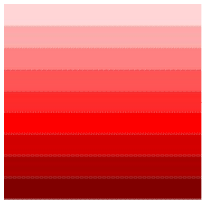
Warm and Cool Colors



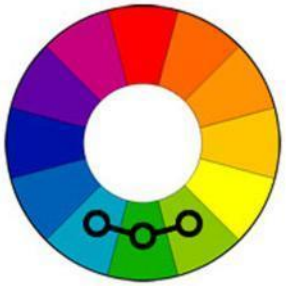
Examples of Color Theme

- Monochromatic Colors
  - One hue
  - Different “brightness”
- Analogous Colors
  - Colors are next to each other in the color wheel
- Triad Colors
  - Three colors are evenly spaced in the color wheel

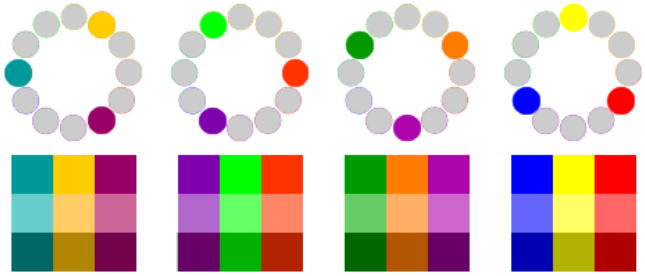
Monochromatic Colors



Analogous Colors



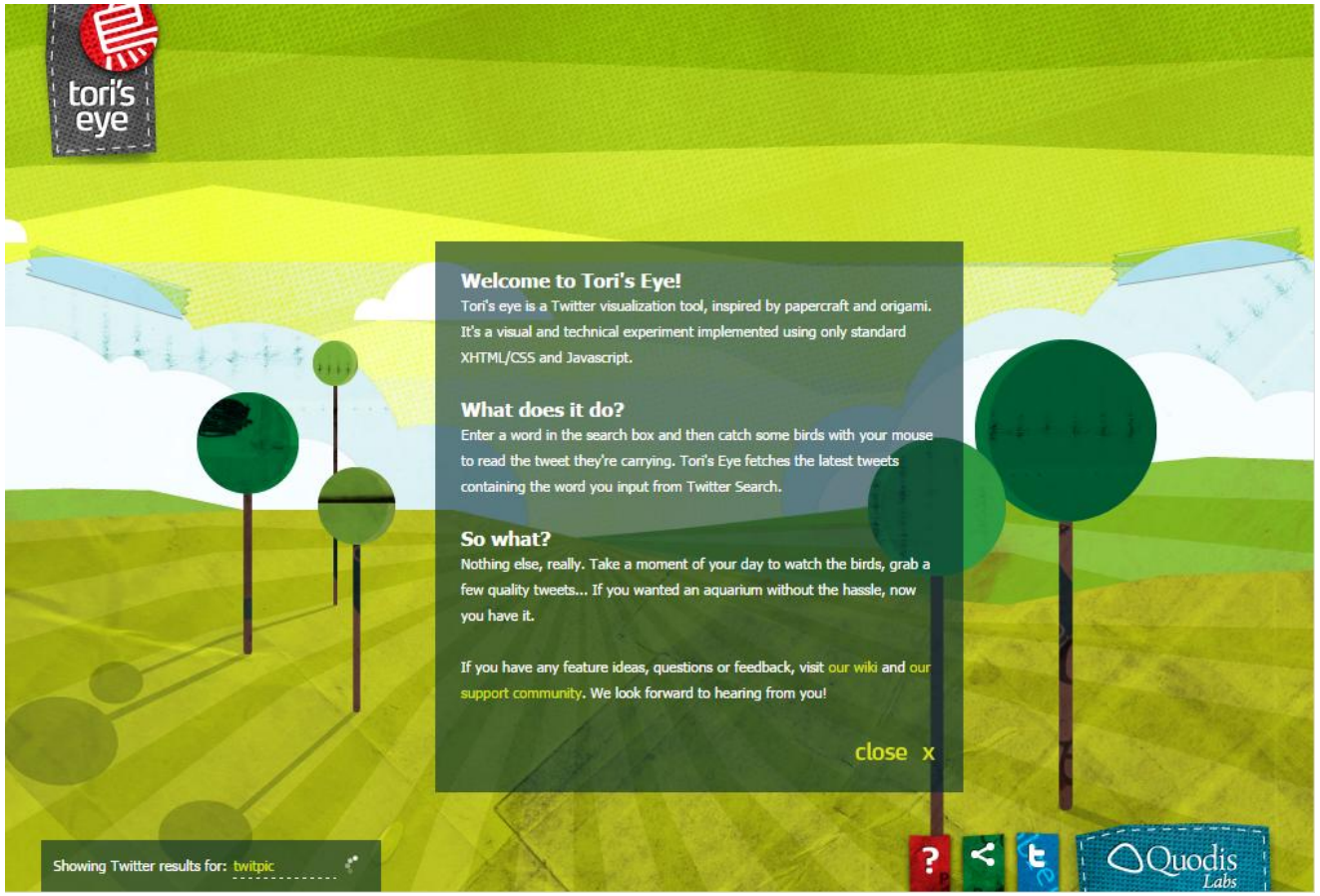
Triad Colors

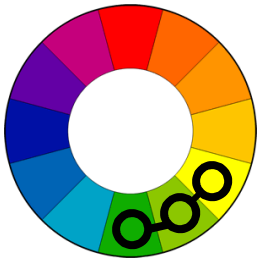


Monochromatic Web Page

- www.3coasts.com

Web Page with Analogous Colors





- Tori's Eyes: torieyes.quodis.com

Fonts

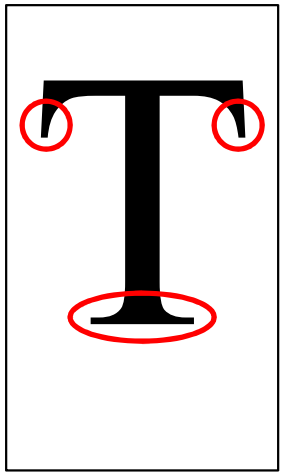
- Appropriate Font to Contents
  - Official/ Business/ Hobby/ Personal, etc.
- Appropriate Size
- Easy-to-Read Colors
  - Both font and background

- Moderate effects

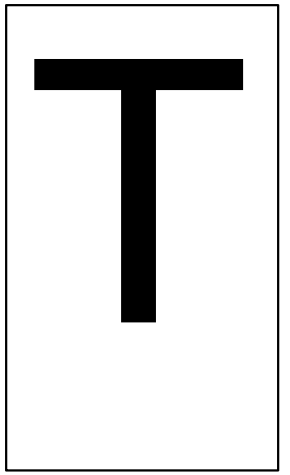
Fonts (2)

- Serif
  - Small lines at the end of a stroke
  - Used in official documents
  - Mostly for headers
  - Examples: Time New Roman, Georgia, Book Antiqua
- San Serif
  - No serif
  - More modern
  - (Usually) Easy to read, appropriate for contents
  - Examples: Arial, Tahoma, Calibri

Times New Roman



Arial



Fonts (3)

- Script
  - Based on handwriting
  - Harder to read
  - Used in casual context
  - Mostly as headers
  - Examples:

Vladimir Script, *Freestyle Script*

Image and Multimedia

- Related to contents
- Appropriate Size
  - Not too big nor too small
- Moderate animations/effects
- Background music:
  - Appropriate Volume
  - Should include on/off button
  - Don't start automatically

Web Authoring Tools

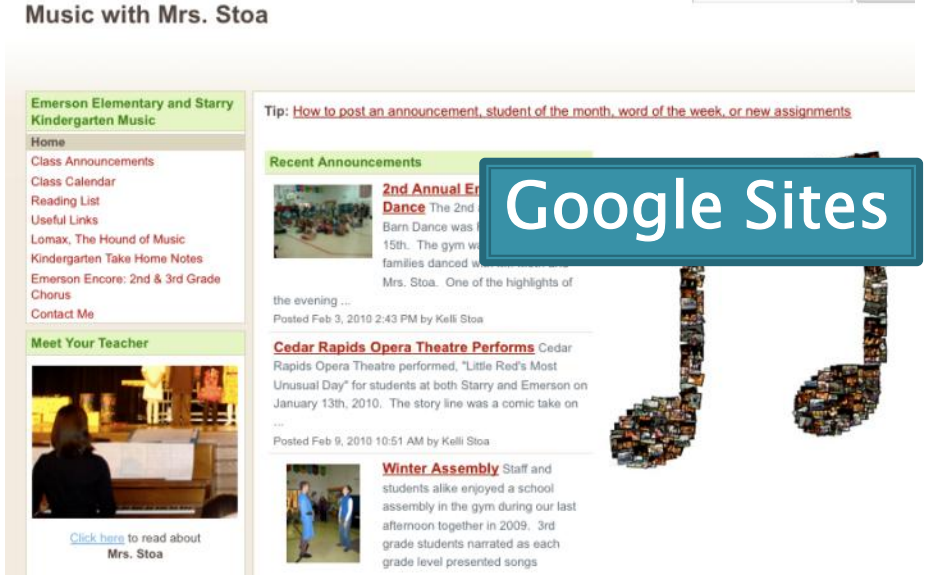
Modern tools are WYSIWYG (What You See Is What You Get)

- (Offline) Software – Need to install first
  - Adobe Dreamweaver
  - Kompozer
  - Microsoft Frontpage
- Online service
  - Google Site
  - Wordpress
  - Weebly

Web Publishing Services

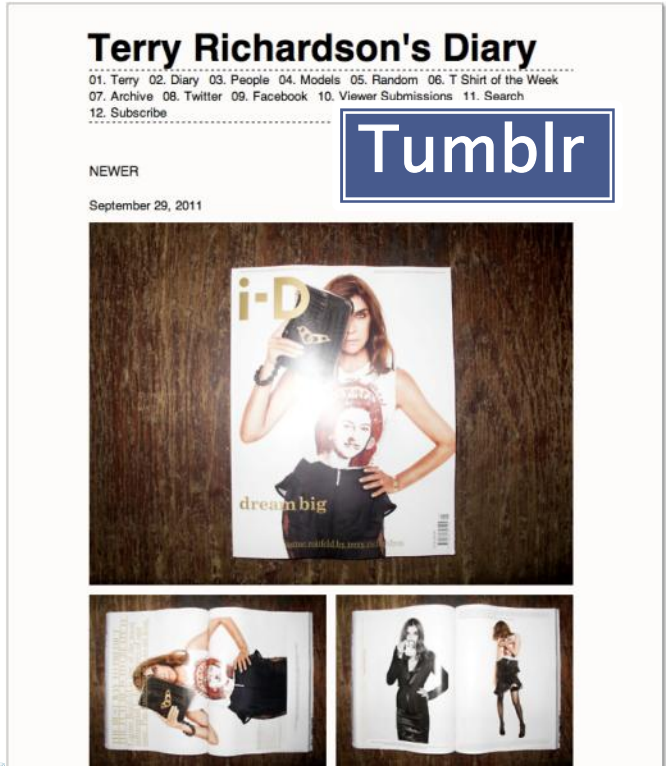
- Provide:
  - Web Authoring Tools
    - WYSIWYG
    - Creating/Editing Tools
    - Themes
  - Web Hosting
    - Hosting and Domain name
- Can be free, or not

Examples


Music with Mrs. Stoa
Emerson Elementary and Starry Kindergarten Music
Home
Class Announcements
Class Calendar
Reading List
Useful Links
Lomax, The Hound of Music
Kindergarten Take Home Notes
Emerson Encore: 2nd & 3rd Grade Chorus
Contact Me
Meet Your Teacher
Click here to read about Mrs. Stoa
Tip: How to post an announcement, student of the month, word of the week, or new assignments
Recent Announcements
Cedar Rapids Opera Theatre Performs
Winter Assembly
Google Sites

Kosmos Example Blog
HOME
SAMPLE CV
SAMPLE TEACHING
SAMPLE BLOG
FOR MORE HELP...
About
Welcome to the Kosmos san
set up so that you can see ho
personal website and/or blo
If you plan to use your WordPress site as a personal site, you should consider first disabling comments.
How to disable comments
Wordpress

PAULA NEAL MOONEY
Wheel in the Sky Keeps on Turning...
Blogger
Paula's Yahoo stuff...
Paula's CNN iReport stuff...
Paula's Examiner stuff...
Some of Paula's Amazon Kindle stuff...
Paula's Venture Beat stuff...
Tuesday, May 08, 2007
Paula's List of Blogger Salaries...Are you on the list?
Update: For those who continue to enjoy this post, check out my
Thanks for the "Like" and "Follow" and reading love...
Click to LOOK INSIDE!
FROM SLUT TO SAINT
From Slut to Saint


Terry Richardson's Diary
01. Terry 02. Diary 03. People 04. Models 05. Random 06. T Shirt of the Week
07. Archive 08. Twitter 09. Facebook 10. Viewer Submissions 11. Search
12. Subscribe
Tumblr
NEWER
September 29, 2011
i-D
dream big

Social media

Website vs. Social Media

Website

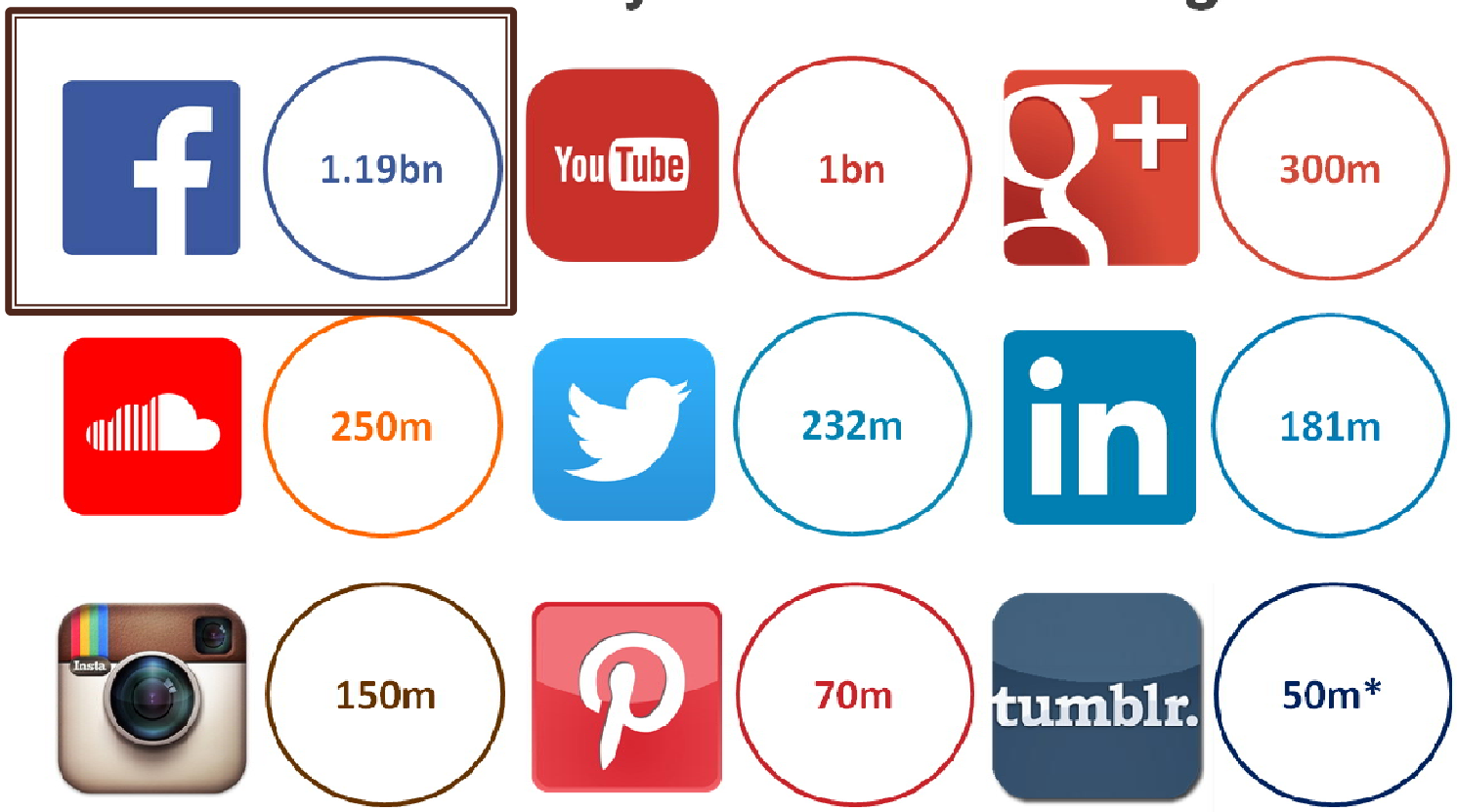
- Easy to Organize
- Easy to Search
- Good for presenting information

Social Media

- Emphasis on
  - Communication
  - Announcement
  - Ads
- Harder to Search
- Harder to Organize
- Good for PR, Announcement

Social Media Trend

Active Monthly Users of the 'Big 9'



As at 15 November 2013 (multiple sources cited)

•Tumblr does not release active monthly user data and this figure is based on an estimate from BusinessInsider.com. It does reveal that the site and its domains receives 300m visits per month.

kamber

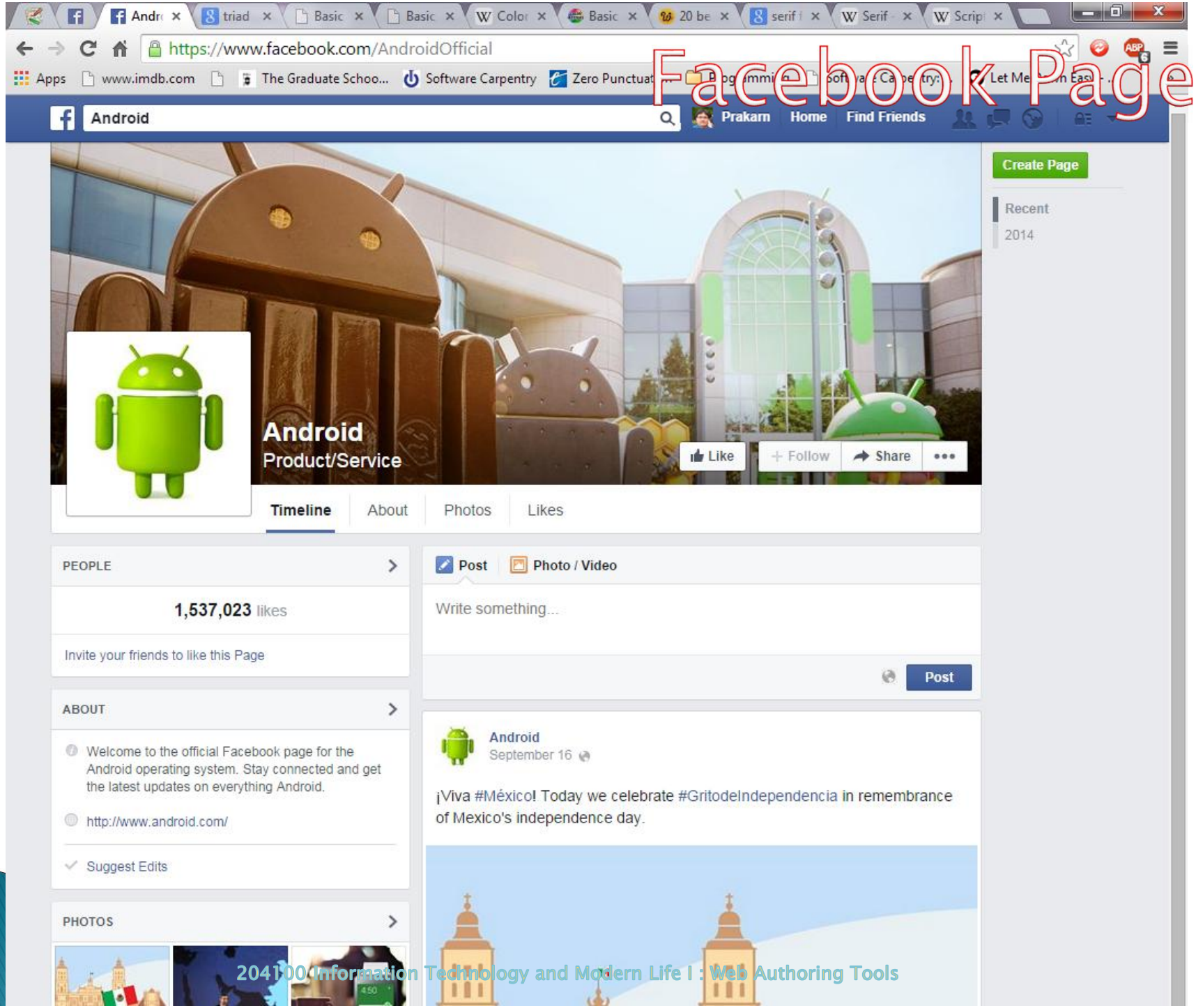
http://kamber.com.au/

Facebook Page and Group

- Facebook Profile
  - Show user's personal details
  - Can be configured as needed
    - What is included
    - Who can access it
- Facebook Page
  - Similar to Facebook profile
  - But for business, celebrities or organization
  - Always public
  - Can be generated automatically

- Facebook Group
  - Private spaces for people to connect and share information
  - Group Admin can adjust:
    - Privacy Setting
      - Public, Closed, Secret
    - Membership option
      - Invite only, ask for join, anyone can join

Facebook Page



Facebook Group

- Public Group
- Admin can pin a post
  - Post remains on top of the list
  - Easy for members to notice