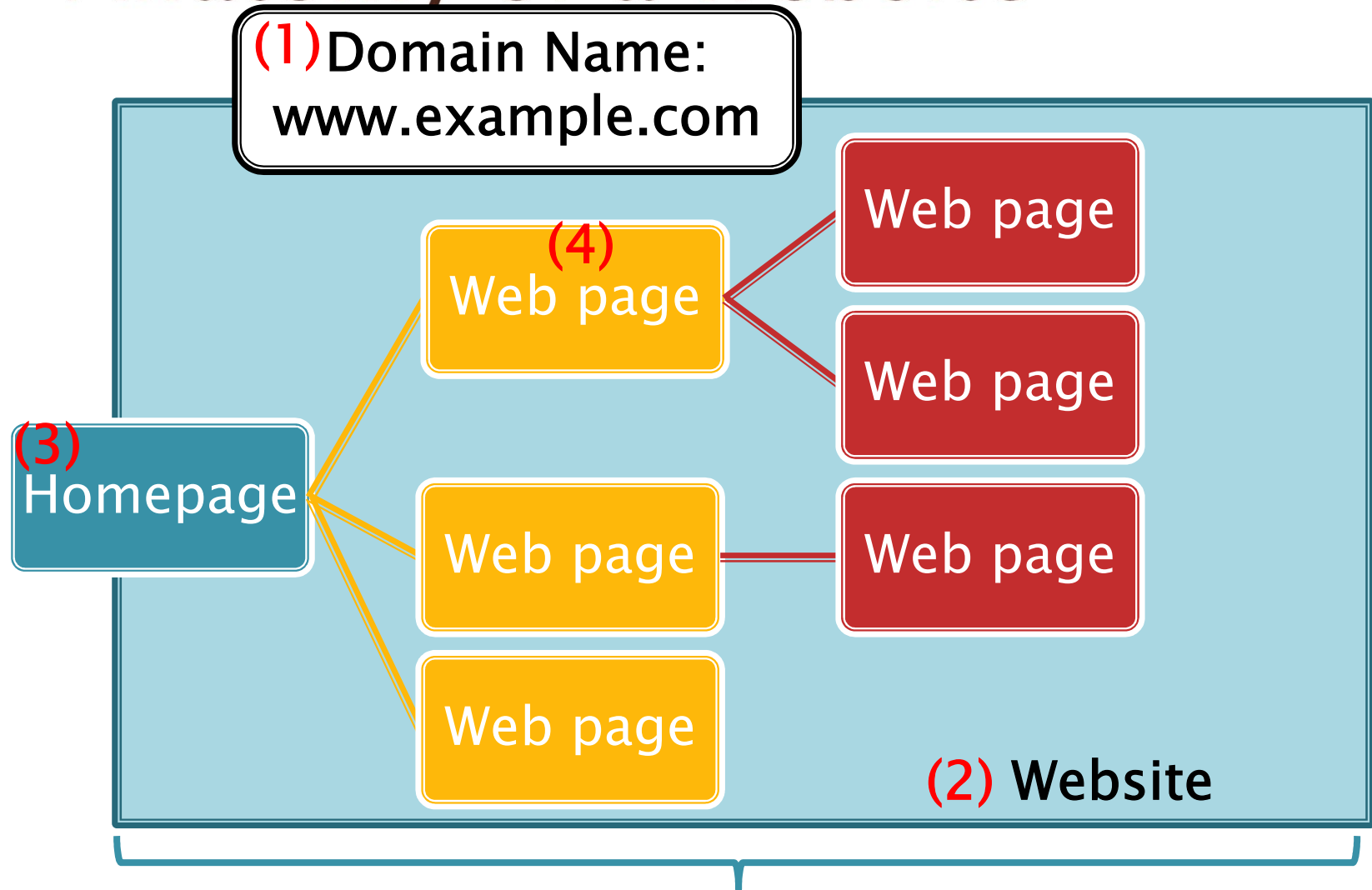


Web Authoring

By Dr. Ratsameetip Wita

Adapted to English by Prakarn Unachak

Anatomy of a Website



(5) Site Map

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.

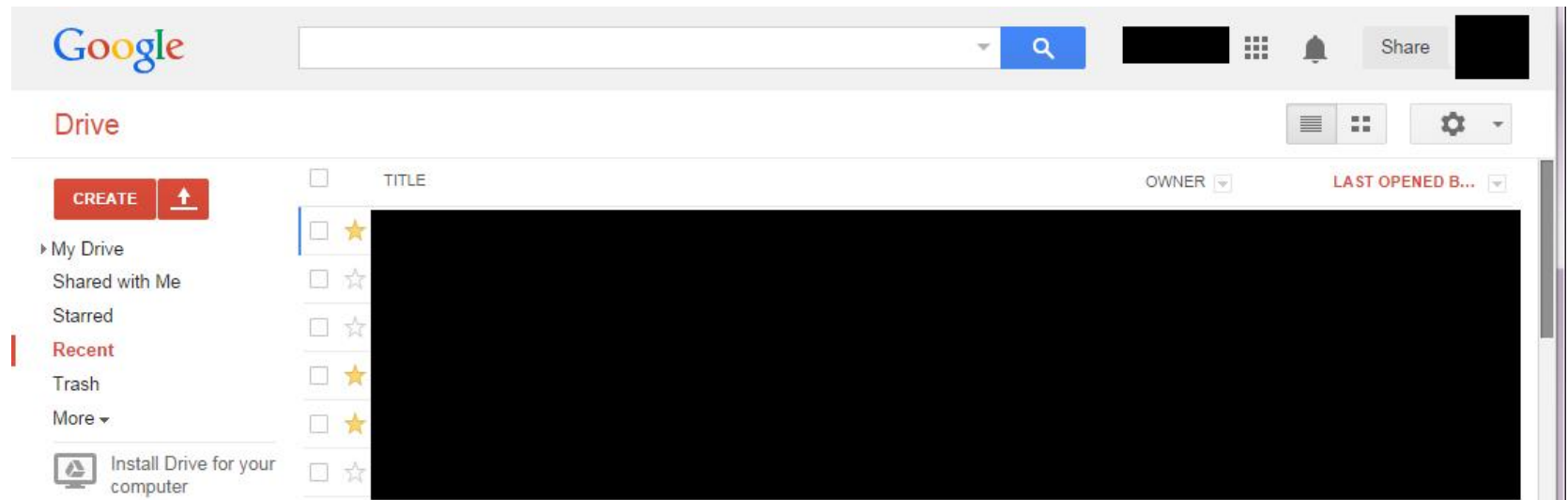
► Site map

- 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



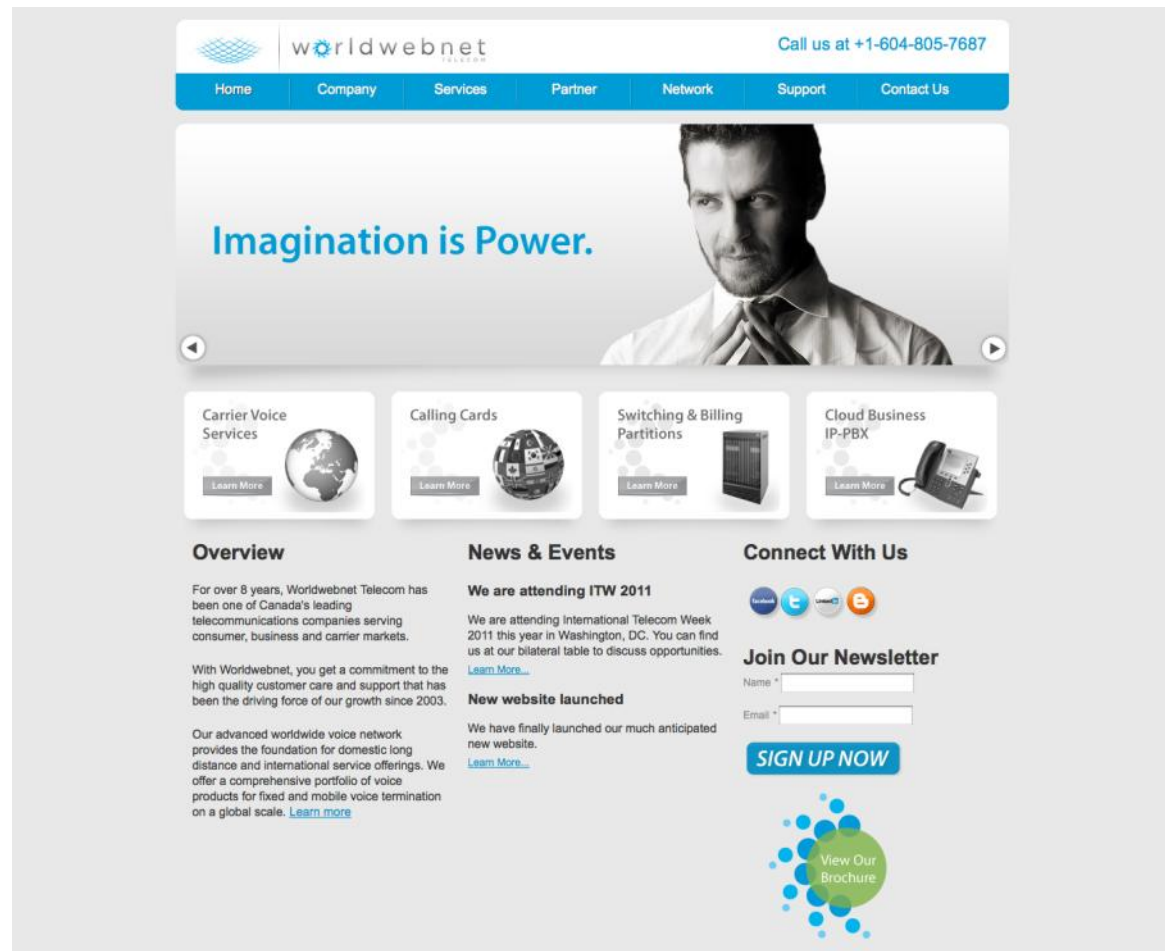
Layout (2)

- ▶ 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

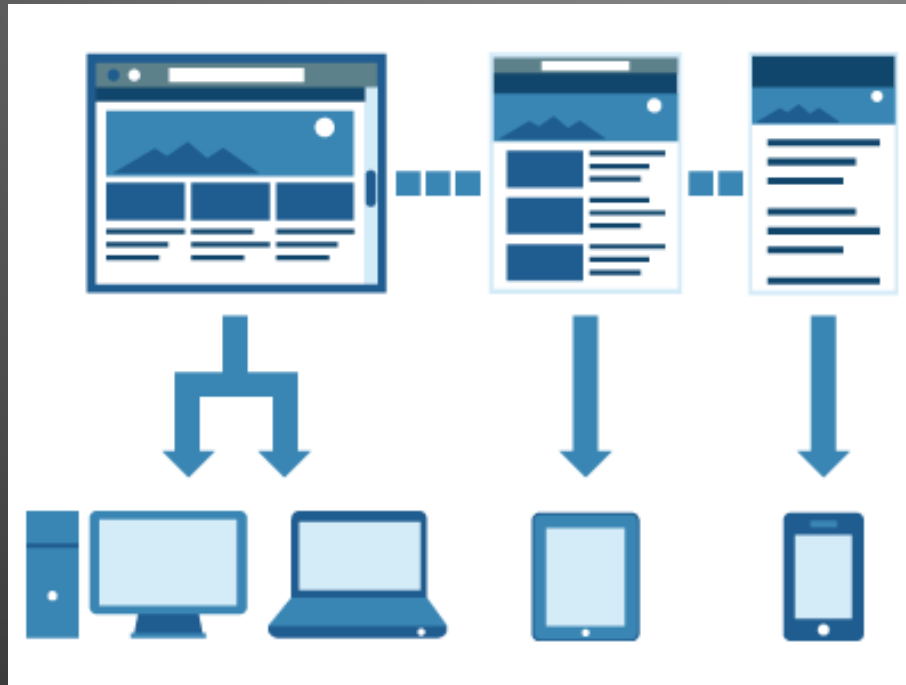


Image by Guillermo Garcia-Mont

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

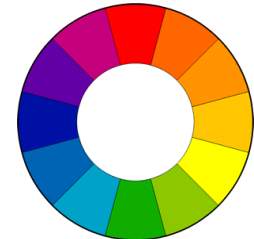
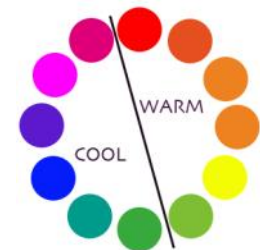
Website Interface Design



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

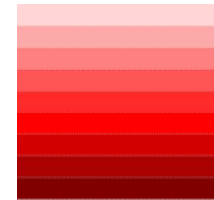


Examples of Color Theme

▶ Monochromatic Colors

- One hue
- Different “brightness”

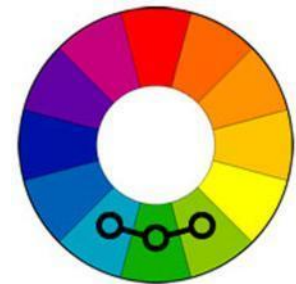
Monochromatic Colors



▶ Analogous Colors

- Colors are next to each other in the color wheel

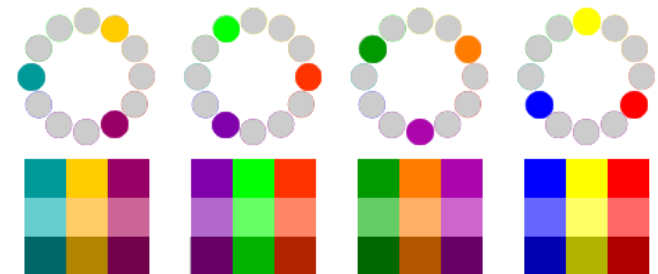
Analogous Colors



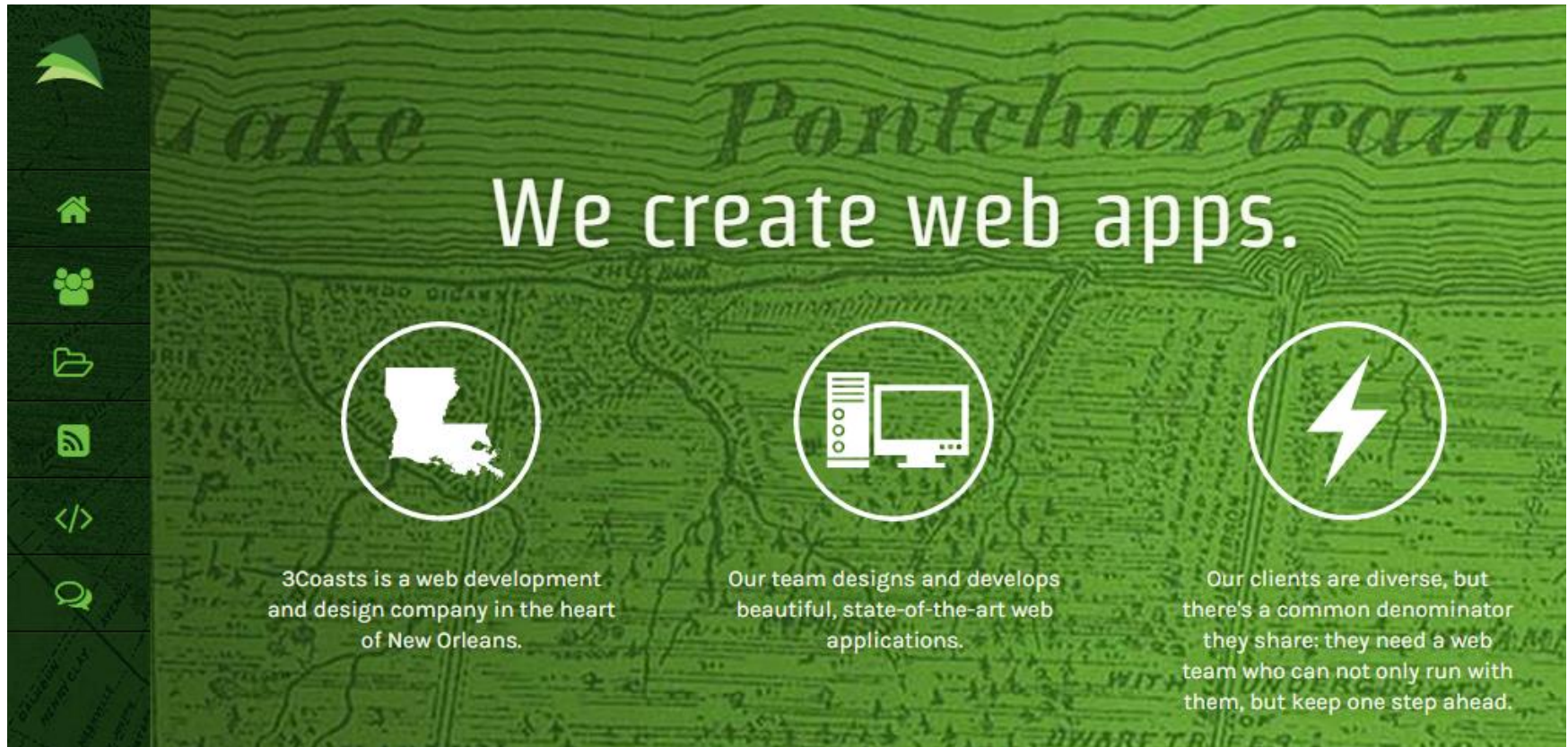
▶ Triad Colors

- Three colors are evenly spaced in the color wheel

Triad Colors

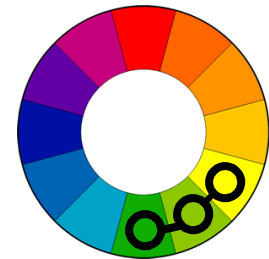
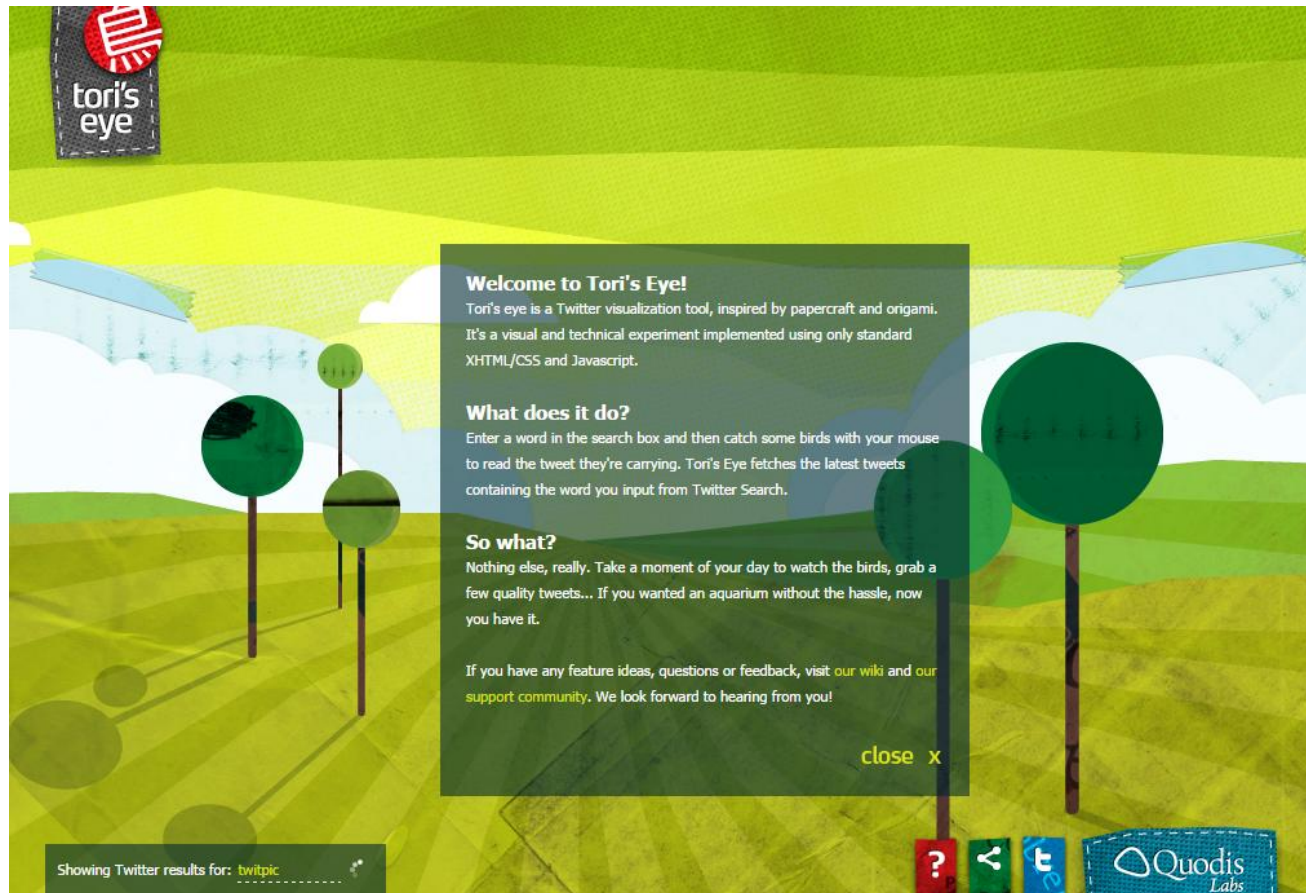


Monochromatic Web Page



► 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

Which one
is more
comfortable
to read?

- ▶ Moderate effects

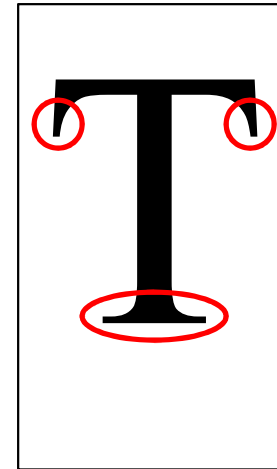
Script Nadianne Swing
Sans Serif *Greyhound Script*
Bosis Serif *Squickt*
Alinea Sans Jante Antiqua
TF Forever Alinea Roman
Franklin Gothic ExCd TF Ardent
Gill Sans Bookman Old Style
Lucida Sans **Silica**
SHOWCARD GOTHIC Lucida Bright
Rotis Sans **Rockwell**
Stellar Delta Century Old Style
Vellvé **Cicéro**

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

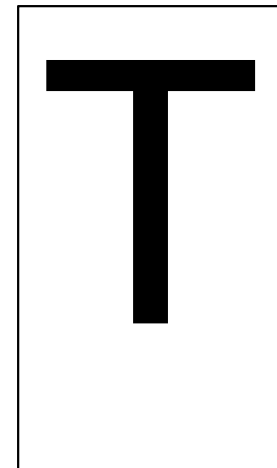
Times New Roman



► San Serif

- No serif
- More modern
- (Usually) Easy to read, appropriate for contents
- Examples: Arial, Tahoma, Calibri

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

2nd Annual Barn Dance The 2nd Annual Barn Dance was held on Friday, February 15th. The gym was filled with families danced with Mrs. Stoa. One of the highlights of the evening...

Posted Feb 3, 2010 2:43 PM by Kelli Stoa

Cedar Rapids Opera Theatre Performs Cedar Rapids Opera Theatre performed, "Little Red's Most Unusual Day" for students at both Starry and Emerson on January 13th, 2010. The story line was a comic take on...

Posted Feb 9, 2010 10:51 AM by Kelli Stoa

Winter Assembly Staff and students alike enjoyed a school assembly in the gym during our last afternoon together in 2009. 3rd grade students narrated as each grade level presented songs

Google Sites



Kosmos Example Blog



About

Welcome to the Kosmos sample site. We have set up so that you can see how to use a personal website and/or blog.

If you plan to use your WordPress site as a personal site, you should consider first disabling comments.

[How to disable comments](#)

Wordpress

This is the sidebar. Depending on the theme you choose, you can change the layout that it's on or get rid of it altogether. WordPress allows you to add widgets to the sidebar. We have added the Twitter and Facebook widgets for Kosmos, but there are many more to choose from. For more on using social media like Facebook as a teacher, check out our podcast with Dr. Stephen Horwitz on Social Media for Academics on [Kosmos Online](#)

PAULA NEAL MOONEY

Blogger

Wheel in the Sky Keeps on Turning...

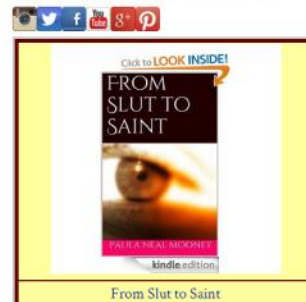
- Paula's Yahoo stuff...
- Paula's CNN iReport stuff...
- Paula's Examiner stuff...
- Some of Paula's Amazon Kindle stuff...
- Paula's Venture Beat stuff...

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...



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



Social media



Website vs. Social Media

Website

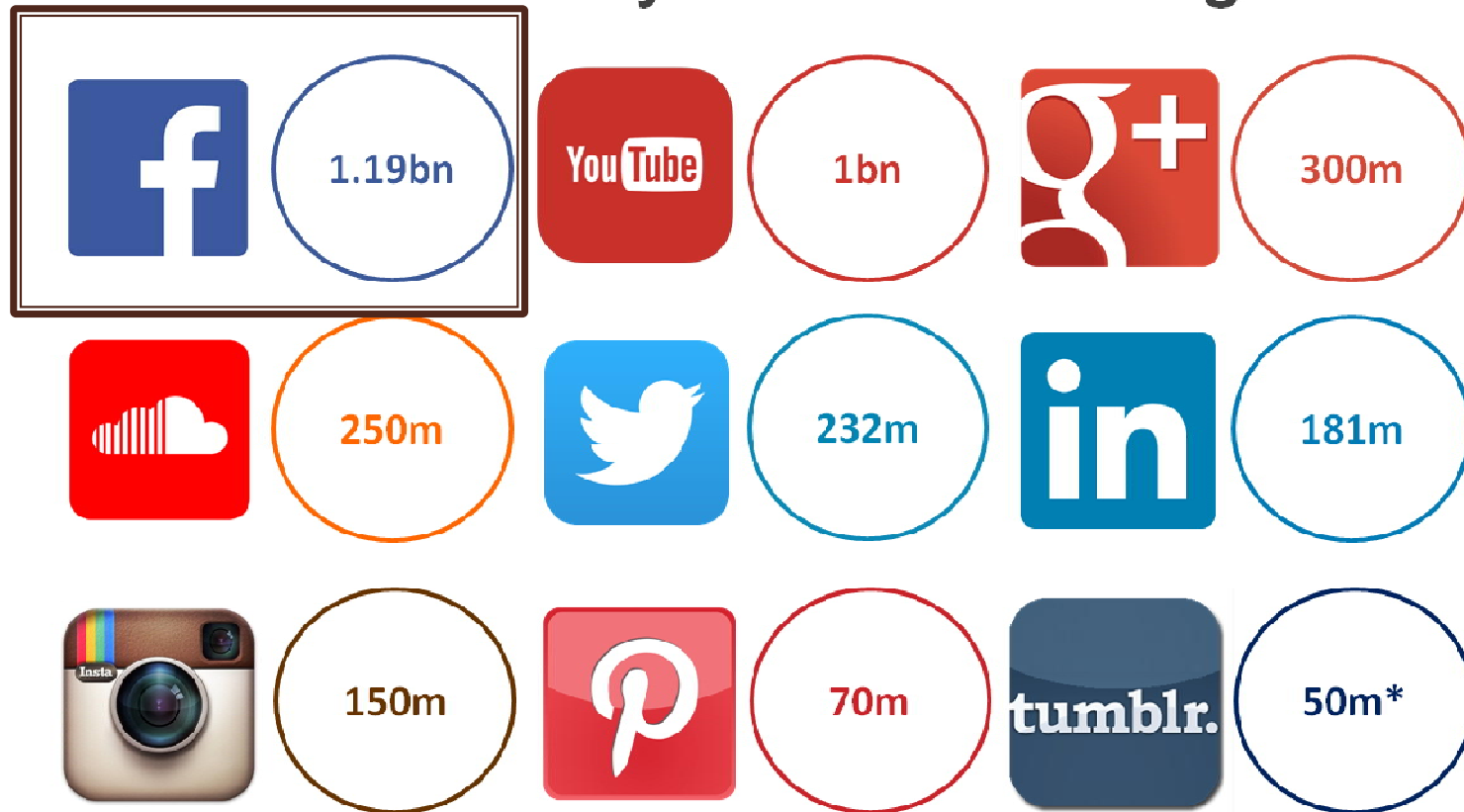
- Easy to Organize
- Easy to Search
- Good for presenting information

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

Android

Create Page

Recent

2014

Android Product/Service

Like Follow Share

Timeline About Photos Likes

PEOPLE

1,537,023 likes

Invite your friends to like this Page

ABOUT

Welcome to the official Facebook page for the Android operating system. Stay connected and get the latest updates on everything Android.

<http://www.android.com/>

Suggest Edits

PHOTOS

Post Photo / Video

Write something...

Post

Android September 16

¡Viva #México! Today we celebrate #GritodelIndependencia in remembrance of Mexico's independence day.

204100 Information Technology and Modern Life I : Web Authoring Tools

Facebook Group

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

